PRINTERS'

INK

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

Vol. CL, No. 10 New York, March 6, 1930

orp

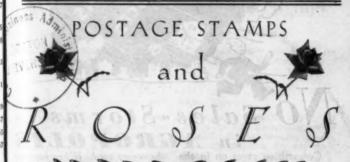
ncy)

157

Why

art, with

10c A COPY



HARK BACK to the first United States postage stamp and you'll come to 1847. That was just three years before the rose-growing business of Dingee & Conard Company was established, in Chester County, Pennsylvania. & Eighty years growing roses to beautify the door-yards of the nation is some record. For the last 57 of these years, we have walked with this concern as counsellor and guide—that is the record in uninterrupted advertising service. & From the beginning theirs has been a mail-order business. Today by means of the mail the scent of lovely Dingee roses permeates farther than ever. & We take more than usual pride in the part we have played in promoting this business—our oldest advertising client.



N. W. AYER & SON, Inc.

ADVERTISING HEADQUARTERS

WASHINGTON SQUARE, PHILADELPHIA

NEW YORK BOSTON CHICAGO SAN FRANCISCO DETROIT LONDON



NO Sales-Storms in AGROPOLIS

Competition rages on in the cities—the battlefields of both Racketeer and Marketeer. Fierce competition may be enjoyable, but it is seldom profitable.

Out in Agropolis—the prosperous farm areas—it is clear and fair sales-weather—6 million farms bringing splendid incomes to 45 million people. Says Roger W. Babson, "Unquestionably, as between the various sections of our population, the farmers are now in a preferred position. They hold

the trump card. When incomes fall off (the people) return to the cheaper staple products which are the mainstay of our Agricultural West."

AGROPOLIS smokes the same cigarettes you do, buys the same cars, clothes, groceries, drugs, kitchen equipment and building materials. Reach the cream of this market through the Standard Farm Papers—2,000,000 worthwhile families. These "newspapers" are read from cover to cover by nearly every other person that enters AGROPOLIS stores.

Your sales problem is national—but your dealer's is always local— The Standard Farm Papers meet both!

Wallaces' Farmer and Iowa Homestead Prairie Farmer The Farmer-Farm Stock, & Home, St. Paul The Nebraska Farmer Hoard's Dairyman Breeder's Gazette The American Agriculturist The Progressive Farmer

The STANDARD FARM UNIT

One order-one billing

NEW YORK-Wallace C. Richardson, Inc., Eastern Managers, 250 Park Avenue CHICAGO-C. L. Burlingham, Western Manager, 307 North Michigan Avenue SAN FRANCISCO-1112 Hearst Building

"T writt consi

The

Juz

So E. No preside ley in pany (pliane representation parties 1930 in presentation pr

out or call it portan ever w And we in order to write to authorize thing over the call it is a call in the call in

ever, the least sign and a large apparent after all vertising vital popany, fabusiness

PRINTERS' INK

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

Vol. CL New York, March 6, 1930

No. 10

Why We Doubled Our \$750,000 Advertising Budget

The Hurley Machine Company Will Spend Twice as Much for Advertising in 1930 Simply Because It Wants to Double Sales

Based on an Interview by Frederic Read with

E. N. Hurley, Jr.

President, Hurley Machine Company

"T HIS is probably the most important letter I have ever written to you and I hope you will consider it as such. For your success and your dealers' success in 1930 will depend, to a great degree, on how you use this plan."

So starts a recent letter from

E. N. Hurley, Jr., president of the Hurley Machine Company (Thor home appliances) to his Thor representatives. The letter prefaces a prospectus of the detailed 1930 Thor advertising program.

Mr. Hurley goes out of his way to call it "the most important letter I have ever written to you." And well he may, for in order to be able to write that letter, Mr. Hurley had first to authorize the expenditure of something over \$1,500,000.

In reality, however, the money is, of course, the
least significant factor. A million
and a half dollars, while a very
large appropriation in its field, is
after all no longer an unusual advertising expenditure. The really
vital point is that here is a company, faced with the same general
business situation as other com-

panies, which actually sees fit to double its 1929 advertising appropriation. It must have its reasons, for such decisions are not made blindly.

Thus I thought it would be of more than passing significance to ask Mr. Hurley pointblank why,

in the face of what he himself described as "unquestionably the most competitive year our business or any business—has ever seen," his very first trump card is a 100 per cent increase in his advertising appropriation.

I knew of course that the most important answer was contained in the question itself—in the phrase "unquestionably the most competitive year." An increased sales resistance can be answered in only one way: increased

when the minus one way: increased selling effort. But "increased selling effort," by a somewhat strange prostitution of logic, seems simplified in the minds of many executives to "cut the advertising budget to a minimum."

Of course that point has been argued for a long time. It's even somewhat difficult to argue, for in theory, almost everyone admits



E. N. Hurley, Jr.

Table of Contents on page 178

.

omes on to ducts

same rugs, lding am of tand-0,000 These

from every GROP-

:81---

Avenue

Avenue

Man

the accuracy of this reasoning: In times of selling stress, increase sales effort; advertising is a form of sales effort; therefore, times of selling stress, increase your advertising. But where actual cash is involved-alas, the discrepancy between practice and even perfectly sound

theory.

"Just how many appropriations were cut or at least held up commencing in November or at the first of this year is of course impossible to determine," Mr. Hurley "Admittedly there is every indication that schedule slashing has been less rampant than would have been under similar circumstances five or even four years ago. But that is no reason for avoiding the fact that many appropriations have been cutmany of them by companies which would readily admit that advertising is a definite promotional force, just such a force as is needed in times of slight business uncertainty.

As Mr. Hurley expressed it, in general there are only two reasons for this misapplication of advertising: (1) Lack of capital necessary to finance an adequate advertising expenditure; (2) partial or total ignorance of what advertising should and, when properly executed, can do. Neither of these factors is independent of the other.

'The decision," Mr. Hurley said, "that 'we simply haven't the money available' is, I suppose, very likely to be but the surface expression of an inward disbelief in advertising — a disbelief which arises possibly from not being sympathetic with the fact that after all there is nothing magical about advertising; results will very likely be directly comparable to the extent and quality of the job done. If the job is trifling, so will be the results. Let a man be sane about determining his advertising requirements; then let him be equally sane about sticking to them. Fortitude of a certain type, I'd say, is no handicap anywhere, and particularly it is no handicap in advertising.

"To my way of thinking a company, especially one which over a period of years has already made a large investment in advertising, has no more right to use rubberband tactics with its advertising budget than with, say, its heating bill. A certain amount of fuel is needed to keep a plant at the proper temperature for working. Reduc-ing that amount just because your men seem to be slowing up a bit will not ordinarily be considered a masterful solution, unless done on the old assumption that the men will work faster to keep warm.

"On the same assumption, I suppose, this type of sales executive who hacks away at his advertising appropriation at the first indication of increased sales resistance possibly makes the reduction so that each individual salesman will have to work faster to keep in the picture! And, seriously, that's just about what is accomplished. The salesman is forced to do, not only his own job, but that which advertising was performing as

well.

would seem fairly good "It sense, however, if one actually expects more out of a selling force, to give it at least as much backing as in the times of more easygoing

prosperity.

I asked Mr. Hurley to amplify his point, even at the cost of indulging in platitudes, about the connection between what he calls "fortitude of a certain type" and advertising. Is there after all something peculiar to advertising which makes persistent courage an even more important ally to it than perhaps to certain other business tools? He thinks there is, and said so in these no uncertain terms:

"Today we know a great deal about what properly executed advertising can do. There are also some things about it we do not know. And these two statements, I believe, have split thinking business men into two groups as advertisers.

"There is one group which estions throws advertising in terms of the or he gets function which it can honestly eeps his perform; advertising for them. in one, and one might reduce it to a formula, is a definition of the marking force in their busiinite working force in their busi-

"ISN'T many h Bill Mo nough nore. . . nes out ut I pr eedles ried mal et? The t school ere swe It's a fa f Bill's. bout son action of e Mrs. N

onsidera

de g,

ng ng

15 ег acur bit d a on nen uptive tisndimce that ave picjust The not hich

good exorce, king going plify f in-

the

calls

r all

tising

ge an

to it

busi-

re is,

ertain

deal

ed ad-

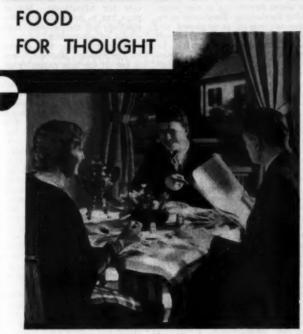
e also

lo not

ments,

busias ad-

busi-



"Isn'T any such thing as too many hot cakes, Mom," says Bill Morton. "There's just not enough boy. I can stand two more... We made some good mes out at the shack last week, out I prefer 'em without pine teedles in 'em... Have you ried making those bran cookies et? The girls in cooking class t school turned out some that yere swell."...

It's a favorite song and dance f Bill's. Let's try this . . . how bout some of that. The satisaction of his appetite seems to Mrs. Morton's chief culinary

which strong are welcome, of the or he gets around a lot, teps his eyes and ears tem, in ben, and comes up with me mighty good ideas. a deforme of the electrical

appliances that add modernity to the Morton breakfast table are the results of Bill's influence.

Wherever the live American boy is, the producer finds food for thought. He's the consumin'est person in the family, always open to new ideas, ready to favor new products. More than 700,000 man-sized, man-minded youngsters like Bill read THE AMERICAN BOY, every month. 85% are of high-school age or older. Gain their favor through the columns of their favorite magazine. May forms close March 10th.

American Boy

Detroit

Michigan

Mar

Sc

In t

hou

mori

truck

with

ters

One

City

the with

for (

way

Boon

severa

towns

This n

ery of

day Re

low Bo

dreds o

of more

5,000 m

ness. But there is the other group, to whom advertising is ever something mysterious. They seem to refuse to view it as a proved tool which after all is comparatively simple in its fundamentals. stead of using what they do know about it to the utmost and to their own profit, they seem to prefer the role of chronic, equally unformulated, skepticism. Hence these latter, whenever company funds are tight, tend by temperament to rush to the conclusion that 'that advertising budget can certainly be cut; we've never known exactly what it brought us anyway!' What business needs, it sometimes seems, is an advertising school for line ex-

"Take, for instance, the present. I might as well have my say, too. Many are willing to admit the 'psychological' nature of the post stock-crash tightening up. Business at many points decided to entrench temporarily till it got the feel of things. It would take no chances. Advertising schedules, if not reduced, would at least be held cautiously in check for the time

"Seldom has there been a time, I maintain, when well-mustered advertising forces could do better service. Advertisers, I feel, if they would get the most from their money, must always see beyond mere lulls; must, in a sense, have the courage to wade straight through them, realizing that the best way to dispel an enemy, especially a spectre enemy, is to advance on it! Yes, it's courage that makes a good advertiser. For advertising, at least to my way of thinking, is a front-line barrage. And who wants a barrage after either the enemy-or you-are in handcuffs? Advertising, to change the metaphor, by its very nature, is not a force to be trimmed and shifted for every idle breeze. Naturally, prevailing winds must be considered-but so must the advertiser's destination.

"Let me make it clear, however, that I certainly do not intend to imply any belief that advertising budgets should never be cut; obviously one cannot generalize to any such conclusion as that.

Neither do I wish to overstate the case for advertising. My argument has to do solely with the inefficiency of the wobbly, nervous school of advertising."

efficiency of the wobbly, nervous school of advertising."

Quite naturally the experience of the Hurley Machine Company is one of the best examples of the working out of Mr. Hurley's reasoning. Otherwise he wouldn't hold the views he does. Not many years ago, this firm occupied first place in the washing machine field. Two years ago, however, it stood fifth in volume of sales. So far not so good.

It was at this time that Mr. Hurley became president. His first move was to renovate both his product and his distributing organization. New ironers were designed and the line was still further rounded out by the addition of the Thor Health Lamp and the Thor Juvenator (a vibrator machine). After one year of this, during which there was little advertising except to keep the trade informed of developments, a definite advertising budget was set up based on a percentage of anticipated sales. Sales and advertising, Mr. Hurley emphasized, had to stay together. If there were no sales there could not be any advertising.

Sales Doubled in 1928

In 1928, sales were approximately double those of 1927. In addition, July and August, usually off months in the business, had been record periods in the company's history. And at no time since establishing the new advertising budget had advertising expenditures exceeded the percentage of sales originally planned. The advertising had paid its own way. In 1929, according to Mr. Hurley, 161 per cent more Thor washers and ironers were sold than in 1928.

"Obviously," he said, "this success was not due entirely to advertising. But it does show very definitely where advertising strategy fits into the strategy of modern business.

"In 1930, we propose to double our 1929 volume. To do this it is only natural we should follow the

So that IOWA may have a better Sunday newspaper



P. S. The circulation of The Des Moines Sunday Register is now more than 200,000. Double the number eight years ago.

e the arguie inrvous

1930

f the reaaldn't many first field.

Mr. s first h his g ore defurdition d the mathis, e ad-

trade defiset up anticivertis-, had ere no adver-

proxi7. In sually , had comtime adverage expresentanned sown of Mr. Thor

s sucadvery defrategy nodern double

is it is

sold

same program which has worked so well for us up till now. One of the requirements of that plan calls for doubling our 1929 ad-vertising budget. Why should we not do so? Stock crashes? Temporary lulls? In fact, . . . "

Here I pause a moment. himself paused, but because this conclud-ing thought of his involves a bit of further strategy well worth any advertiser's attention. Up to now Mr. Hurley has stated why his company will not waver from its fixed advertising plan based on a percentage of anticipated sales. Now, in the following words, he reveals the angle which removed all doubt as to the consistent following out of this program, even though this continuing involved a 1930 advertising investment just double the 1929 figure.

"In fact, to tell the truth," Mr. Hurley said, "the crash of the security market actually reinforced our decision to go ahead with the scheduled doubling of our adver-tising program. Why? Because we recognized that the general tightening-up, which this crash precipitated, would cause other companies to cut, or at least hold in abeyance, their own advertis-When, for those ing schedules. companies that have the capital, could there be a better time for full-strength promotional activities? Others are lying low, waiting. When could be a better time to come through with a completely completely mobilized recruited, selling organization — an organization in which distributors and dealers are given an advertising support commensurate with the results expected of them?

"It is a matter of somewhat common economic history that in a time of business uncertainty many new industrial leaders are born. Present leaders, made ultraconservative by their ranking positions, rest on their oars waiting to see what will happen. Others, provided they possess the money to proceed, go into the competitive battle with undiminished selling effort—with an effort which, if anything, is even more intensive and more carefully planned. And

sometimes, when the smoke and noise are gone and everyone is again in street clothes, there are new leaders to be reckoned with.

That is the strategy behind the doubling of our 1929 advertising appropriation. We did so because, first, past results not only justi-fied but demanded an increase of that proportion. And we did so because others were laying offbecause our promotional dollar. if wisely spent, would have less competition now than in the more avowed prosperity periods when for reasons of human weakness practically everyone is more lavish with advertising expenditures."

Changes on Sales Staff of Ralston Purina Cereal

Herman Bowmar is now general sales manager, in full charge of cereal department sales, of the Ralston Purina Company, St. Louis. J. R. Stephenson, Eastern sales manager, is in charge of all Checkerboard cereal products and of the entire sales organization in the Eastern part of the United States. G. H. Sagrue, Western sales manager, will be in charge of the sales of Checkerboard cereals and the sales organization in the Western part of the country. Grafton Lothrop is assistant sales manager under Mr. Bowmar, W. D. Wightman is manager of the private label division and R. R. Helmerichs is in charge of the institutional division.

Columbia Broadcasting Appointments

Henry A. Bellows has been elected vice-president in charge of the Western activities of the Columbia Broadcasting System, with headquarters at both Minneapolis and Chicago. H. Leslie Atlass has been appointed manager of the Chicago office and Stuart Eggleston Western sales manager at Chicago. Harry C. Butcher has been appointed director of the Washington office.

A. H. Ogle, Director, Audit Bureau

Arthur H. Ogle, director of advertising and assistant director of marketing of the Bauer & Black division of The Kendall Company, Chicago, has been appointed a member of the board of directors of the Audit Bureau of Circulations.

Penlo Cigar to F. Wallis Armstrong

The Penlo Cigar Company, Philadelphia, manufacturer of Penlo cigars, has placed its advertising account with the F. Wallis Armstrong Company, advertising agency of that city.

1930

and

ne is are ith. d the

tising cause, justise of id so off-

ollar.

less more

when kness

lavires.

of

sales al de-

Purina

and of East-G. H. will be

rheard

in the

wales W. D. private chs is

sion.

lations

llis

hiladel-

ğ

rge

they SELL MILWAUKEE with ONE newspaper-

URING 1929, a total of 438 national accounts used the Journal exclusively in Milwaukee. Here are just a few of the 88 food products using this recipe for selling Milwaukee-

Beech Nut Packing Co. Skookum Apples H. J. Heinz Company Snider's Catsup Dr. Price's Vanilla Fleischmann Yeast Gold Medal Flour Ralston Purina Co. Pillsbury Bran Kellogg's Rice Krispies Postum Bran, Pep, Corn Flakes Sanka Farina & Muffets Post Toasties Grape Nuts Lippincott Apple Butter Ovaltine Hostess Cake

Assoc. Salmon Packers Libby, McNeil & Libby Sunkist Products Sealdsweet Grapefruit **Dutch Tea Rusk** Kraft Velveeta Cheese Maxwell House Coffee Seal Brand Coffee Lipton Tea Salada Tea Clicauot Club Co.



Hundreds of the most successful advertisers in all lines of business have proven that Number 1 schedules in The Journal exclusively, build maximum sales in the Milwaukee-Wisconsin market at the lowest total cost and the lowest cost per unit of sale.

MILWAUKEE JOURNAL

FIRST BY MERIT



Getting 100,000 Dealers to Repeat the Advertising Story

This Company Does It by Talking to the Public Over the Dealers' Shoulders

By M. C. Dewitt

Vice-President, Champion Spark Plug Co.

TO matter how potent, how adroit, honest, convincing, and sound the advertising for any given product may be, its net results rest in the hands of the men who contact the public. That is axiomatic.

The point that many sales are made despite the failings of a short-sighted unimaginative dealer, simply means that advertising and merchandising have accomplished that which, theoretically at least, it is not strictly within their province to do. simple fact is that advertising and merchan-lising are so inseparably a part of each other, in that they have the same ultimate end, sales, that there should be a perfect co-ordination and harmony between them.

That this is an ideal rather difficult of attainment is eloquently testified to by the many businesses-and among them some large onesin which these two most vital factors work entirely independently of each other, and more often than not, at cross purposes

Recognizing the tremendous asset value and extreme potency of a universally uniform sales plan and

voice, we have employed every conventional expedient to that end. But because human nature is just that, and the common denominator of all our problems, we have had the usual more or less indefinite results.

Due to the great multiplicity of retail outlets for Champion Spark

Plugs, it would appear to be an almost impossible task to get the individual dealer to express, in his daily sales contacts, a message identical with, and as complete as, that expressed in our current advertising. That it might be accomplished with a product of lim-

This page is for Champion Spark Plug Dealers

Though Ostensibly Addressed to Dealers This No tional Publication Advertising Also Carries a Mess for Consumers

> ited distribution, through specia factory training, is conceivable But with over 100,000 dealers the United States, it becomes of vious that the costs of achievin such an end by ordinary mea are prohibitive.

The best that most of us of do is to use all possible expen ents to endeavor to make sale

Because tion, pri doubled policy of eal new respon he read ion this f the S

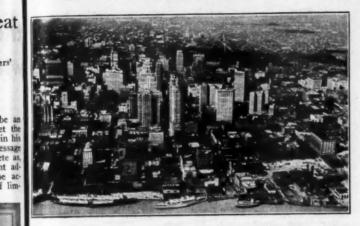
erest Th

Vews en

nhance

I. A. KLE

ers'



The greatest audience and the most interesting medium in Michigan

Because of its rotogravure sec-tion, primarily, the circulation of The Detroit Sunday News has doubled in 10 years. A definite policy of selecting pictures with eal news interest and timeliness

s responsible for he reader attenion this section f the Sunday News enjoys. nhance this inerest The Detroit lews airplane

This No Messa

specia ceivable

ealers

omes o

chievi

us d ехре

and aerial photographer are assigned for the special purpose of taking aerial pictures of unusual news interest which are eagerly sought by Sunday News readers. This attention getting medium is produc-

ing unusual re-sults for many advertisers. It offers you practically 100% attention with Michigan's largest circulation.

The Rotogravure Section of The Detroit News Reaches 400,000 Homes!

Detroit News

THE HOME NEWSPAPER

New York Office I. A. KLEIN, 50 E. 42nd St.

Chicago Office J. E. LUTZ, 180 N. Michigan

Member of the 100,000 Group of American Cities

manship stick to a text and hew to a line-bombarding the unfortunate distributor or dealer with tons of bulletins, letters and cir-culars which, at best, accomplish only a percentage of their purpose.

Wrestling with this problem for the thousandth time, it occurred to us recently that there is a method which would go a long way toward offering a solution. It was simply to use consumer publication space for a directing message to distributors, jobbers, dealers and salesmen. The advertisements would be meticulously worded and would serve a dual purpose, though ostensibly directed primarily to distributors.

The theory was, of course, that while seeming to advise and direct salesmen, a very splendid job of selling could simultaneously be done to the general public-such a job as the ordinary advertisement would not permit. It was assumed that such a message, publicly broadcast, would carry great weight with the salesmen.

It was further assumed that seeing advertisements in black and white, specifically directed to Champion Spark Plug dealers, an individual dealer would rise in his own estimation. By thus cele-brating the Champion dealer and his work, the message takes on a significance to him which attaches to no other form of factory bulletin. It practically assures reading of the important sales information contained in the bulletin. Moreover, these dealer bulletin pages give us the opportunity to point out virtues in Champion Spark Plugs in a new, stronger, more potently sincere and honest

The copy appeal, apparently at least, is directed to the dealer. In point of fact, the appeal to the consumer, or general public, should be greater than usual for the simple reason that the public is invited behind the scenes to witness the Champion sales process. Incidentally, it permits us to record about Champion Spark things Plugs which ordinary modesty and decency might forbid in direct consumer copy.

To some it may appear that in

an effort to combine businesspaper copy with consumer copy, addressing the ostensibly messages to the trade, we are weak-ening the consumer story. This might or might not be true, depending entirely on the kind of copy, if the campaign were otherwise unsupported with regular consumer advertising. Our plan, however, includes only one dealer bulletin page a month. In addi-tion, thereto, we have scheduled sixteen pages addressed directly to the consumer. This, then, is further evidence of our purpose of effecting a closer union between merchandising and advertising. without lessening the effectiveness of either, and, we have good reason to believe from our experience thus far, to the advantage of

J. C. Dayton Heads New Hearst Newspaper Department

Hearst Newspaper Department
A new institutional advertising department has been organized as a division of the Hearst Newspapers, functioning in the interest of all newspapers in the Hearst Organization, according to an announcement from Col. Frank Knox, general manager of the Hearst Newspapers. The new department will be headed by James C. Dayton. Among its several sub-departments will be those of merchandising counsel, market surveys, advice on fashions, and general assistance to advertisers.

In addition to Herbert Everett, who has been associated with Mr. Daytos for several months, personnel of the department will include Harris W. Roberts, who had been director of advertising of the Washington Herald, and G. C. Skinner, who had been advertising director of the Pittsburgh Sustrelegraph, who have been transferred to executive headquarters at New York.

B. B. D. & O. to Direct

Campaign on New Products The advertising campaign on Zee and Zalo, the two new bathroom tissues being manufactured by the National Paper Products Company, Division of Crown Zellerbach Corporation, New York and San Francisco, is being hardled by Batten, Barton, Durstine & Osborn, Inc.

Hanff-Metzger Elects H. K. Stroud

H. K. Stroud has been elected vice president in charge of the Drug and Toilet Division of Hanff-Metzger, Inc., New York advertising agency. Mr. Stroud has been with this agency since 1923.

ON THE LEVEL

THERE'S an occuration as well are physical law of questing. What goes up must come to the heatening that the a normal lawell—and measurements of fluctuations that there.

Up from a level, down from a level, but always judged from the standard of semi

Other parts of the country are undergoing the benic treatment of gening draws to each. A hard bramp for some. Be accomplainment more closely follows work than worry; success consists dell more often beauto exhauss, and it is a success of the succ

We know that pumple who are despited of the feature, or those who lack hands, do not pay taxes promptly. Yet and throughout the nation 1930 will reward vision.

in Jacksonville, even nove 1930 outrous the corresponding period of 1929 for collections.

Creat organizations do not inly invest large cums in real entire or extensions when they doubt the future. But within a month new buildings have been projected, expansion plans have been humched.

Manufacturem of the more have born deliberate about coming a base in the seath for auxiliam operations. Yel Judaneville constantly adds new headquarters outskild-month, new sales offices, wavelecome, company buildings, to serve as their operating center for the commercial Southeast.

Capital is always enger for secure and profitable investment and capital is flowing into Jacksonville, as i Florida. entreprises, with steadyly increasing aspiration. Capital likes to get in on the ground floor.

So it would seem that we see at the ground floor new. Just day out on the level and servey opportunity.

It is a condition which creates important empower to solventizing. Buyers don't form a stemposite, but they do

velop definite buying determinations. Advertising works that way. It performs few minutes. In chief minion is to make potential buyers are goods and order in the class light of mail. If adventing fast wine a buyer's favorable trust, its regular reminding later wine his humans.

As Jacksonville is on the level, so is advertising. Both normal, ready to accomplish, ready to go-and absent

The Florida Times-Union WILL REWARD VISION

REPETITION of confidence inspires reassurance. In Florida there is a steady forward movement in all fields which contribute to prosperity. Feople express optimism, loosen the buying strings. By systematic page advertisements such as the above, The Florida Times-Union assists the ascent of confidence. A further benefit to the advertiser in "Florida's Feremost (7-days-a-week) Newspaper."

The Florida Times-Union JACKSONVILLE, FLA

Represented Nationally by REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

ctly to s furose of etween tising, veness d reaexperi-

age of

6. 10 20

sinessсору,

g the weak-This e, dend of

otheregular

plan,

dealer addieduled

lew tment ing dedivia divi-func-spapers cording

Frank Hearst ent will Among will be market general tt. who

Dayton of of the adverdvertis-Sunnsferred

rect ducts Zee and tissues National ision la . ng han-stine &

rag and er, Inc., Mr.

ts

cy since



NEW YORK John B. Woodward, Inc. 110 E. 42d St.

DETROIT
Joseph R. Scolaro
3-241 General Motors Bldg.

SAN FRANCISCO C. Geo. Krogness 303 Crocker 1st Nat'l Bank Bldg.

ATLANTA
A. D. Grant
711-712 Glenn Bldg.

Member of The 100,000 Group of American Cities The ity .

or T ader et in v stem inute

entificader
or he
oper
e de

his fi abora ethod en ir

curat per in ceive d nat

THII

as if La Salle street were Wall street

The Chicago Daily News were published in New York ity... Wall Street would rank it as one of its favorite ening newspapers.

or The Daily News is equipped to serve its financial aders in the New York tempo. Its market tables are tin wide legible columns by the accurate, speedy Hy-lo stem. Its final markets edition is on sale within ten inutes after the ticker closes.

nt in Chicago The Daily News is even more definitely entified as the newspaper of the financial and business ader.

or here The Daily News is the ONLY evening newsper covering the story of the markets in the fashion the e demands and in the way Chicago deserves. It is the ly Chicago evening newspaper presenting on the same ding day the complete and accurate New York and hicago exchange and curb bond and stock tables with the lume of sales, yearly range, opening prices and dividend each stock issue.

his financial service—made possible by a costly and borate development of newsgathering and composition ethods—is important in itself. It explains in part the en interest in The Daily News by the business interests Chicago. It is more important as a criterion of newsper enterprise. As in finance, so in every department, ery day, The Daily News endeavors to issue the most curate, the most timely, the most complete daily newsper in Chicago. The increasing support The Daily News ceives from its readers and from advertisers both local d national is the measure of its success in this endeavor.

THICAGO DAILY NEWS

Fact

sm fro and pac

"H

cot

tab

Ope

and

wi

fromea mea replo suga paus

final spot. next

fanc

UP!

Going

for the
first 50 days of 1930
the daily average Net
Paid Circulation of
The Indianapolis News

was

142,224

a GAIN over the same period in 1929 of

6,149



The Wagon Jobber—a New Factor in Distribution

Delivery by Truck on Cash Basis Is Solving the Problem of How to Handle Perishable and Semi-perishable Foods

By C. P. Russell

HERE is a possible picture of a new kind of salesman in action:

The brisk young driver of a smart automobile truck pulls up in front of a suburban grocery store and dismounts with an armful of packages. Walking rapidly into

the shop he greets the proprietor, who at the moment is waiting on a cuswith no tomer, more than a "Hello, Bill" and passes behind the counter with air of one familiar with the place. He opens a box and drops in a few tablets of yeast. Looking into the refrigerator he calls to his helper to bring in a can of ice cream. Opening a case he inserts a few boxes of cheese. the scanning shelves, he notes a few vacant places and fills them up with jars of mayonnaise, cans of baking powder. cartons of cake, and packages of frozen fish or Lastly, he meats.

replenishes the dealer's stocks of sugar and lard, and on his way out pauses only long enough to leave a slip showing the items and amounts he has left behind. His final act is to collect in cash on the spot. He then remarks, "See you next time," and is quickly on his way to the next store on his route.

This picture, however, is purely fanciful; for although it approxi-

mates in some respects what is taking place in the field of food distribution and represents what is being dreamed of as a possible future system, it will probably not work out that way in actuality.

The products described here fall into three categories: perishables,

semi-perishables and staples. They cannot be economically produced, warehoused, or distributed all on the same basis. Moreover, our imaginary driver-salesman, by attempting to handle all three classes of foods at the same time, would be intruding on fields which are already occupied.

For example, as regards certain products he might find himself in competition with the specialty salesman, while in staples and bulk goods he would certainly run up against the established grocery wholesaler.

II

THE auto truck jobber has found a definite niche for himself in the general distribution scheme. Already he is bringing a large variety of products to dealers' doors and selling for cash. He is growing rapidly in numbers, standing and influence. More and more manufacturers are catering especially to him.

Is the auto truck jobber the answer to many of our most puzzling distribution problems? Is he here to stay? Will he displace the conventional wholesaler? Will he displace manufacturers' specialty men?

Mr. Russell has made a thorough study of all available data and has interviewed those men who are most familiar with the subject. He answers here the questions which are being asked by those who may be influenced by this new distribution factor.

Our picture, however, fanciful as it is, is not altogether imaginary in the sense that it chronicles the advent and rise of a new type of distributor, and that it indicates the old channels of distribution, in the food field at least, are being shifted and altered.

This new distributor is what used to be called the "wagon job-ber," but who now, considerably

M

ma

pro

aliv

min

mo

ing

doz

ful

"fre

they

case

case

sell

mold

stora

ing t

a gr

terio

overs

good hand-

size (

them-

his b

suppli

the s

can fi

need a

dealer

ber is

does 1

with f

his tu

tied up

of sto

buying

free to

The

are det

dent, a

The qu

est to

flux, an

see un this res

As

So

and

TI

A

stronger in capital and more efficient in operation, is known as the auto truck distributor.

He has come to the fore rapidly in the last two or three years, and whereas in former years he was respectable but lowly with his one horse and wagon, he is now the owner of a sizable fleet of trucks, varying from a few light Fords up to fifty or seventy-five heavy units, capable of distributing big loads over many hundreds of miles of territory per day. Whereas his employees were once mostly drivers who were not asked to be more than good delivery men, they are now salesmen, too, capable of selecting upcoming dealers, ready to discuss retail problems, and trained in the use of advertising matter.

At present the auto distributor has his chief stronghold in the Middle West, although he is also developing rapidly on the Pacific Coast, in Pennsylvania, New York, and New Jersey, New England, and in some parts of the South. Illinois, Indiana, Ohio, and Michigan have proved to be particularly fertile States for his work. It is estimated that Illinois alone has about 1,100 operating truck jobbing companies.

The total number of men connected with some form of truck distribution is estimated at 10,000, owning some 35,000 trucks. this total from 1,200 to 1,500 do a business of sizable dimensions.

Some of these distributors are seasoned business men who have built their systems from the ground up and know their territories thoroughly. They choose their lines carefully and command credit. Others have not overcome the difficulties that go with experimentation. Still others are tempted to carry too many lines and are constantly struggling with operating costs.

Truck distributors are, despite certain inevitable handicaps, growing rapidly in standing and influence. They are a power to be reckoned with in various important territories. More and more manufacturers are ministering especially to their requirements and more and more products are being introduced which will fit their needs. will unquestionably exert an influence on food production, distribution, advertising, and even package design.

The wagon jobber first found his foothold in the timely handling and delivery of perishable foods. He was willing to call once or twice weekly, on approximately the same days and hours, deliver farm products or potato chips or salad dressing or pickles in small amounts, accept cash payment at favorable prices, and then be off a minimum infringement upon the dealer's time and attention. Usually these products were of local origin.

As fast as demand arose or opportunity developed, the jobber added other lines of perishable foods, and then, graduating to trucks, he took on semi-perishable lines, such as mayonnaise and cheese, and even experimented with a few staples, in his desire to meet his dealers' demands for service. He added advertised lines as soon as he found an easier acceptance for them, and then began to distribute advertising matter as well as foods, showing dealers how to use recipes, booklets, signs and posters.

In his frequent and dependable delivery of perishable foods and his willingness to accept very small orders, the truck jobber fits in between the specialty manufacture and the wholesaler. He thus fills a function which the other two factors either cannot or will not perform. The specialty man is usually not empowered to accept orders for less than a dozen units or a case, while the wholesaler has always found it difficult to handle perishables while being preoccupied with staple bulk goods.

Insofar as the truck jobber competes with these two men, and cuts that he weakens himself and get off his true path of service. True jobbers reply that staples are carried only at the behest of the dealers, and that they have a much right to expand their service by adding staples to perishables at the chain stores have to add means to groceries. However, there is a to increase that the weakens and the control of t into their fields, his critics content

, 1930

diseven

found

ndling

foods.

ce or

mately

leliver

ips or

small

ent at

be off

gement

atten-

s were

or op-

jobber ishabk

ing to

ishable

e and

mented

esire to

or ser-

lines as

accept-

egan to

ter as

ers how

gns and

endable ds and

ry small

s in be-

facture

is fills a

wo fac-

not per-

is usu-

cept or-

units or

aler has

occupied

marked division on this point, and probably the question will remain alive until hard experience determines the issue.

At any rate, the truck jobber moved into strong ground by being willing to break cases and dozens. Retailers still wax resentful when they recall the days of "free deals," and remember how they were stuck with five and ten cases of an item, with one and two cases free, which they could not sell in six months and which molded away in much-needed storage room.

The truck jobber is just as willing to sell three units of an item as a gross, and if any goods deteriorate because of accidental overstocking, he takes them back and replaces them with fresh goods. He has no objection to hand-to-mouth buying and pint-size orders; in fact, he welcomes them—they are the foundation of his business.

So far, then, as the truck man supplies a service which neither the specialty firm nor wholesaler can furnish, he meets an economic need and would be hard to uproot.

As far as the small, independent dealer is concerned, the truck jobber is firmly entrenched. Not only does he keep the dealer supplied with fresh goods, but he increases his turnover, reduces the capital tied up in stock, and relieves him of storage problems. With his buying simplified, the retailer is free to devote himself to selling.

IV

The lines carried by truck men are determined sometimes by accident, and sometimes by choice. The question of what goods are best to carry is still in a state of flux, and no doubt future years will see unexpected developments in this respect. In some cases extra lines are not added, but add them-

ber comand cub
contend
and gets
conten

as better methods of production and packaging are discovered.

Potato chips are salty, and so there ensues a call for a thirst quencher. By a natural step, this jobber added home-made root beer to his list, and from that he expanded to a whole line of advertised bottled drinks, and his men put up the accompanying signs and posters wherever they go. This is a typical case of a product that adds itself through pressure of circumstances.

How an Egg Wholesaler Became a Truck Jobber

In another case a wholesaler of eggs became a truck jobber by a natural transition. From some of the same farms that supplied him with eggs he found he could get good country butter. Certain dealers told him they had a call for this from favorite customers, and after adding butter, he discovered there was a similar call for country cheese. Cheese customers are apt to want sauces and pickles, too, so before long he had a big trade in sandwich spreads and relishes as well as bottled drinks. At first glance there would seem to be no connection between eggs and sodawater, yet the latter grew out of the former in a perfectly natural

A wholesaler of fish likewise became a distributor of a host of seemingly unrelated products by force of circumstances. There were seasons when the demand for fish fell low, so to keep his trucks busy and meet his overhead, he began carrying other goods, and finally became an established truck iobber.

Sometimes purely local tastes and fancies determine what lines shall be carried, and then the expansion of the distributing machine itself does the weeding out. A Texas truck jobber began business with a strictly perishable line that featured cake and potato chips. Later he added mayonnaise, pecans, and horse radish. One truck called for another, and then instead of one town he could cover two. In the course of time his service included six towns. This so widened

his radius of action that he found it no longer possible to keep cake and chips fresh on long trips, so now he confines his line to semiperishable products, including packaged cheese and bottled salad dressings.

1

Every year sees new and unlooked-for lines being added to the truck jobber's stock of possibilities, and manufacturers catering to the trade are exerting themselves to prepare products that will meet the peculiar conditions of both long and short hauls. Manufacturers' advertisements in one issue of a trade publication urged truck jobbers to stock the following products:

Syrups Bottled Fish Mayonnaise Salad Dressing Dates Pickles Figs Sauces Preserves Ten-cent Desserts Bread Spreads Egg Noodles Margarine Chop Suey Chili Con Carne Coffee Spaghetti Dinners Cookies Horse Radish Puddings and Pie Mustard Filling Macaroni Flavoring Extracts Candy Canned Chicken Malt Extracts and other meats

Most of these products are put up in cans, packages or glass, and are often ready or semi-prepared for immediate consumption. Five and 10-cent containers of prepared foods find an increasing demand.

This is another straw showing how the wind is blowing. Smaller living quarters and lessening leisure make the housewife keen for ready-made foods in small packages suitable for two or three persons, and truck jobbers, who maintain such close contact with their trade, have not been slow to fall in line with the trend. Big containers, holding enough for several persons and retailing at 50 cents or more, are not so popular along the truck jobber's routes as the smaller packages.

However prepared foods are by no means the only lines stocked by the truck man. A survey carried out by the American Institute of Food Distribution shows that more than seventy-five different items

are being handled by truck jobbers. Of these, the biggest call at present seems to be for these five:

Cheese Mayonnaise Potato Chips Salad Dressing

There follow in order these products:

Butter Eggs Oleomargarine Horse Radish Coffee Relishes Candy Mostard Cheese Cottage Cheese Peanut Butter Preserves Peanuts Desserts Sandwich Spreads Tea Salted Nuts Malt Extract Noodles Olives Syrup Lams Doughnuts Ravioli Italian Dinner Macaroni Honey Cookies Bread Figs Fruit Juices Mush Vinegar Cooking Oils Fresh Meats Dairy Products Ginger Ale Pop Corn Potato Salad

Spices Tamales Cakes Pies Canned Meats Baking Powder Bouillon Cubes Extracts ard Limes Marshmallows Prepared Cake Flour Salad Oil Sandwiches Vegetables Butter Milk Canned Foods Dog Food Dried Fruit Gelatine Products Malted Milk Mince Meat Mushroom Meats Smoked Poultry Cigars Dates Hominy Toast Pancake Flour Paper Bags Pretzels Sardines Pudding Chewing Gum Sugar Fish

Ne

Ho

in s

rac

Jou

sets

it is

in t

Manufacturers are hastening to smooth the path for the truck jobber by putting up items in small lots, dozens and half-dozens, in containers that may be displayed atop a counter or showcase, all packages being made as attractive as possible. Gross-size cases contain re-groupings of items in halfgross and dozen lots. One manufacturer who used to sell gross lots only now puts up a case containing seventy-two units, a dozen each of five items and a half-dozen each of two other items. The whole case measures only twelve by eighteen by ten inches.

VI

Selection of the most suitable and most profitable lines to be sold is, (Continued on page 130)

An essential unit in every RADIO campaign in the New York Market

NEW YORK EVENING JOURNAL

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION

these

, 1930

bers. pres-

e:

er es i

lucts auce its

S

ing to k jobsmall ns, in played se, all

s conn halfmanuoss lots taining ach of each of le case ighteen

ble and sold is,

RINGSIDE



The customer—sitting intent before the speaker of the set is the end of the sale. Before you have brought him to the ringside much has been done by you and your organization.

The Boone Man can help you in his ten great markets by bringing you to the ringside of any one of them and ana-

NEWSDADER ADVERTISIN

lyzing their possibilities for To him your product and your sales set-up assume greater importance than lineage, rate and circulation.

The Boone Man always thinks in terms of making advertising fit your situation—to him the two points cannot be reversed.



RODNEY E. BOONE ORGANIZATION

CHICAGO Hearst Bldg. NEW YORK CITY

International Magazine Bldg. General Motors Bldg. 57th Street at 8th Avenue

BOSTON 5 Winthrop Square

PHILADELPHIA Fidelity Philadelphia Trust Bldg. ROCHESTER, N. Y. Temple Bldg.

New York Journal Boston American Albany Times-Union Rochester Journal Syracuse Journal

Evening

Chicago American
Detroit Times
Boltimore News
Washington Times
kee Wisconsin News

Boston Advertiser Albany Times-Union Rochester American

Sunday

Detroit Times Baltimore American Syracuse American

JERVICE

There are two things to do when planning a campaign for Detroit. First, call in the Boone Man and get facts and then schedule The Detroit Times and one other paper.

"THE TREND IS TO THE TIMES"

Represented nationally by the RODNEY E. BOONE ORGANIZATION

tha ana for stru sibl the

on sell high to a quot give to which

quota ous of In of P moder well a wheth red rii predec ment:

"To Baseba life is for an can con own pa That

gesting does, the fighting I belie motive

Much *See I

Inducing the Salesman to Invest in Himself

An Edison Quota System Which Gives the Sales Force a Partial-Payment Plan Instead of a Fight

As Told to Roy Dickinson

By Nelson C. Durand

Vice-President, Thomas A. Edison, Inc.

IT has always been my experience in working with salesmen that the average good man will analyze and criticize his own efforts more effectively and constructively than the boss can possibly criticize him. That is, if the sales problem and the salesman's own part in it are put up to him in a fair and understandable way.

Since our sales policy is based on service to the customer, and we sell on low-pressure instead of high, our problem has never been to make the salesmen fight. Our quota plans over the years have given the salesman a goal at which to shoot instead of a field in which to do battle. The object of every quota system is to sell a specific amount of merchandise, but it doesn't always follow that all quotas must be based on an obvious contest between men.

In the recent debate in the pages of PRINTERS' INK* on whether modern salesmen react to a fight as well as did the salesmen of 1910, whether they work as hard for a red ribbon or a button as did their predecessors, I noticed this statement:

"To the salesman, not merely the Baseball Quota Contest, but all of life is a race. Never need he want for an antagonist, for always he can compete with himself, with his own past records."

That is a fighting way of suggesting what our 1930 quota plan does, but we have modified the fighting element and adopted what I believe is just as effective a motive and perhaps a more timely

Much newspaper publicity bear-

"See PRINTERS' INK, Jan. 16, 1930, page 16; Jan. 30, page 25; Feb. 13, pages 64 and 65.

ing on recent happenings in the stock market has focused attention upon the dangers of speculation, the value of sound investments. Among other comments on the results of the recent crash was one bit of homely advice in a PRINTERS' INK editorial suggesting that the very best investment a man could make was in his own job. It seemed like sound philosophy, also a logical suggestion for a quota plan in tune with our sales policy, one which would place a quota where I think it belongs, in the investment class. After all, the primary object of a salesman in making his quota is not to secure a blue ribbon or a gold pin, but to earn more money because he produces more sales. He enjoys wearing the button, he prizes a letter from the boss, but also he is thinking about more money as well.

At our annual convention in January we put up our new quota plan to our men. Instead of a box of cigars, a banner, or a trip to Bermuda, instead of a fight, we offered them an investment.

Like the engraved stock certificate which so many people have locked in the strong box for the "long pull," our quota plan included a Preferred Stock Certificate to look like any other stock certificate. It has a real seal, is numbered, blank space for number of shares and all the rest. In the blank space the man's quota, set by himself and his own district manager, is filled in. The certificate reads:

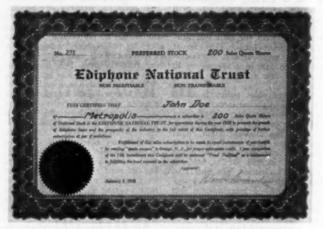
This certifies that John Doe is a subscriber to 200 (more or less) sales quota shares of Preferred Stock in the Ediphone National Trust for operations during the year 1930 to promote the growth of Ediphone sales and the prosperity of the industry, to the full extent of this certificate with privilege of further subscription at par, if ambitious. Fulfillment of this sales subscription to be made in equal instalments of one-twelfth by sending "quota coupon" to Orange, N. J., for proper sales quota credit. Upon completion of the twelfth instalment this certificate will be endorsed by Thomas A. Edison "Trust Fulfilled" as a testimonial to fulfilling the trust reposed in the subscriber.

Attached to each certificate is an idea taken from bonds, namely,

curve and he energizes himself and his men.

This national index of company growth is our own, and is designed to get away from the old trouble with quotas, that they were always more than the year before. If the national index turns downward, the original quota or subscription is modified.

Our quota plan is based on human probabilities and low-pressure



This Is One of the Preferred Stock Certificates Which Edison Salesmen Received—Attached to Each Certificate Were Twelve Quota Coupons

twelve coupons, marked first quota credit, and so on up to the twelfth. Each says:

I have completed National Trust Quota Instalment of Ediphone sales. Please credit my subscription.

Below is a space both for the salesman and his district manager to sign. Each month, as and if he sells one-twelfth of his yearly quota, he fills in and forwards the blank. If he sells more than his monthly quota it merely means that he fulfils his subscription that much sooner. He can send three in one month if he sells that much.

Our different sales districts set up their own quotas, fix their own budgets. Then we keep each manager acquainted with the national service selling, not on high-power salesmanship or an amount of sales arbitrarily fixed at a definite percentage of increase over the previous year.

Making a quota is like meeting any other arbitrary fixed rule. It should always be subject to changes, to the law of averages, and to matters outside the control of the individual. Compare the quota for a moment with my favorite illustration, that of making the office at a certain time in the morning. Those people who have to punch time clocks at 9 o'clock face some things outside of their control which may prevent it. One man keeps coming in thirty-two minutes late. He can, of course, be called up before the manager

Na

Because Chicago Wants Us to Lead, We Do!

However many ways there may be of securing newspaper circulation, there is only one way of holding it.

To hold its circulation a newspaper must accurately determine what that circulation wants, and unerringly supply it—there is no other formula.

To increase its circulation and particularly to win and hold leadership in its field, a newspaper must discover and meet the preferences not only of its acquired readers, but also of the readers it seeks to acquire.

No more than you can logically question the correctness of the foregoing, can you doubt the genuineness of Chicago's preference for the Chicago Evening American, when you know that it is in its ninth year of circulation leadership in Chicago's Evening field—and that for several of those years it has led the next paper by over 100,000 readers daily.

CHICAGO EVENING AMERICAN

a good newspaper

National Representatives: - RODNEY E. BOONE ORGANIZATION

E

1930

f and pany igned

ouble lways If the ward.

n hu-

power f sales e perprevi-

neeting

le. It ct to erages, control re the ny fanaking in the b have o'clock f their

o'clock f their it. One ty-two course, anager for criticism. Then it might be discovered that his wife had been ill, that there were three children to dress for school before he came to business, and on the last three mornings his train had been late. If he had been unjustly criticized he would feel badly about it and so would other men who knew his legitimate excuse. But the object is not to have this man come in on time, so much as it is to bring up the attendance at the specified hour, just as the idea of every quota system is to increase sales.

Let us say, then, that instead of calling up the one man for criticism we make an investigation to discover how late the average per-As the result of careful research it might be found that the average over six months is twelve minutes late. We then look for all people who have been late more than twelve minutes. Then we put it up to them as a group. We tell them that we have discovered that with all the troubles at home, all late trolley cars, all the trains which were stuck in fogs, all the dentists' calls which have to be made and all the rest of it, the average is twelve minutes late. "Therefore, don't you think," we might ask the people who are later than the average, "that you can at least bring your lateness down to the average?" We realize that each person might have a perfectly good excuse, but if they are fair, and most people are, it will appeal to them that they should be at least as good as the average, all of whom are likely to have their troubles duplicated.

We try to apply the very same principle in our quota system. That is why we have our own national index based upon a study of conditions in all the territories and on conditions just as much outside the control of the average salesmen as a late train is outside the control of the man who wants to get in on time.

Our investigation having shown us that there is a definite performance average in each territory depending upon the conditions there, if a man in that territory falls below the performance average in his district, and the aver-

age is presented to him fairly, he gets a picture which spurs him on to an effort commensurate with what he knows he surely ought to be accomplishing. Having a national index in connection with a quota based on low-pressure selling is more likely, I think, to develop a group spirit of "go ahead" than is any order from head-quarters to speed up things.

Another thing in our quota plan—we attempt to get away from a mere comparison with last year's business only, by having our comparison figures represent a four years' average for each month.

To get back to our present quota idea of asking each man to invest in himself, when each man makes his quota for the month and detaches a coupon, sending it in to the home office for checking, he receives a congratulatory letter from me. When at the end of the year he finishes his quota, which is continually kept fair by our study of the law of averages, he will have written across the face of his certificate, "Trust fulfilled," and that will be signed by Thomas A. Edison, chairman of the board of our company.

our company.

I believe that a plan such as I have outlined enables the individual salesman to shoot at a definite mark without actually fighting with anybody else or without actually battling against his own record of last year only. If he signs himself up to invest in himself and believes that he is capable of selling a definite number of products during the year, we reward him at the end of the year not only with the Trust Fulfilled signature on his "preferred stock," but he is actually paid interest included in his commission arrangement on the retail value of the merchandise he has sold.

Each of our districts, however, has its own pet plans for financial returns to the salesmen as he pays for his Trust Certificate by successive coupon sales. Generally these interest payments are paid at frequent sales meetings through the sales month, to accent and keep alive the spirit of a salesman's investment in his own abilities.

We believe that in this plan we

930

he

011 vith to nah a

elldead" ead-

olan n a

ar's omour

uota vest akes

de-

1 to he

etter the

h is tudy will

and A.

d of

as I indi-

defi-

ghthout

own f he him-

pable

re-

filled ock." t iningethe ever. ncial pays suc-

rally id at ough keep's in-

n we

WHAT PRICE

IDEAS

That is what every piece of good printing begins with--AN IDEA--

Some one has worked out, either in physical dummy form or simply as a mental concept, the basic idea on which it is founded.

The IDEA is what tries men's souls. To do something that is original without being bizarre, tasteful but not anemic, classy but not costly,-that, like the chorus girl's smile, is the hard part.

We take a lot of pride here in some of the "different" things we have done.

CHARLES FRANCIS PRESS

461 EIGHTH AVENUE : NEW YORK

and this SAYS EDITOR AND PUBLISHER IS THE OKLAHOM CITY MARKET

HE Oklahoma City 68-mile, A. B. C. Trade At to the shown by the dotted heart line, closely conformerican the Editor and Publisher Area, indicated by comobil shaded portion on the map at the right. W 46.1% seven out of eight national authorities delineate Oklahoma City area as Oklahoma's primary mar (9) is \$ Oklahoma City area as Oklahoma as the plant as the plant advertisers may accept it confidently as the plant advertisers may accept it confidently as the population of the plant accept in population and the plant accept in population and the plant accept in population accept in per capita buying power.

Population of the E. &. P. Oklahoma City Trade Area, 945,7 or 36.9% of the State's total.

\$464,345,000, or 39.3% of the State's spendable incom in the E. & P. Oklahoma City Trade Area.

About 53% of the State's \$1,460,060,000 raw material v is within the E. & P. Trade Area.

Number of towns in the E. & P. Trade Area: From 1,00 5,000, 63; 5,000 to 10,000, 5; 10,000 to 25,000, 11; 25,00 50,000, 2; over 50,000, Oklahoma City-194,000.

Number of retail outlets in the E. & P. Trade Area 11,000 41.5% of the State's total; number of wholesale outlets, acq

The Oklahoma Publishing Co. THE OKLAHOMA FARMER-STOCKMAN

E Katz Special Advertising Agency New York - Chicago - Detroit Atlanta - Karisas Gity - San Fi

enue fi

5% of t tric cor e's tota oleum

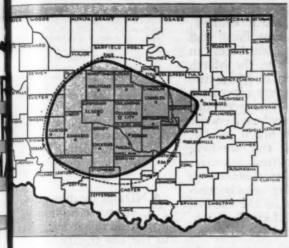
429,00 shoman in the E 380 da

a thou inst trac a thou d in the

spaper 75 less Oklahom

THEF

nent wer The actua is 24,042 1030



ade An to the limited classification in the book, "A Study of All onformerican Markets", is 109, or 44.8% of the State's total.

ed by comobile registrations of the E. & P. Trade Area, 237,685, ght. W 46.1% of the State's total.

ary man 29) is \$3,542,326, or 33.89% of the State's total.

population of the St. Area, 71,276, or 5% of the State's total.

tric consumers in the E. & P. Area, 78,200, or 40% of the , 945,7 e's total.

oleum production, in barrels, of the E. & P. Area, incom 429,000, or 75% of the State's total.

phoman and Times circulation (January, 1930, average) in the E. & P. Trade Area, 143,565, or 77% of the total terial v 380 daily circulation.

om 1,000 a thousand of Oklahoman and Times, 3.9c. (Total cost ; 25,00 inst trade area circulation only.)

a thousand circulation of all the 19 other dailies pub-11,000 ed in the E. & P. area, including the third Oklahoma City spaper 7.7c. (Combined total circulation of 130,488, or ets, acc 75 less daily circulation at twice the cost than offered by Oklahoman and Times.)

THE PUFF CORNER The largest initial producers among oil wells ever brought in in a high-grade field on this conti-nent were recorded in 1929 in the Oklahoma City field. The actual average to date of producing wells in this field is 24,042 barrels per day, per well, initial production.

DGAR GUEST. Free Press staff poet contributes an article to the March American Magazine that every advertising man, yes, every man can read and ponder with much profit. (Now that we have committed ourselves in this sentence to making an advertisement for the Crowell Publishing Company, we may as well go on.)

DDIE" talks about time. wasting, how easily we do it, and how we justify ourselves in the process. If we might paraphrase "Eddie's" thought, most of us commence to start to begin to get ready to go to work. We reverse the old proverb and say "never do today what you can put off until tomorrow."

ND may we direct your attention, if you read this article, to the fine traditions of some of the men at The Free Press, who are mentioned ... men who have helped to put the seasoning of good journalism and the flavor of the substantial in the columns of this newspaper, which is no mean aid in making it function as a substantial profitable element in the advertising of today.

The Detroit Free Press



CONKLIN, INC. Representatives

New York

Chicago

San Francisco

hetwee throug of one and on on the definite gesting can inv own jo simile s thought mind, v bine, in definite our ide and the group s

Nev R Color F anized a sinesses ork, and olor phot unction a al adver ork and will be ma m, will. harge of

vidual fi

Salt L \$6 The Salt erce will mmunity rding to meeting trustees nd adverti agazine. dd tion to

H. C. I-H. C. He the Kno rk, has r Louis C ng agenc Alfred G. e Knox Ha the comp

> Crack A. R. Olso

Jack He has Campfi 930

have hit upon a happy medium hetween the continual sales contest throughout the year in its battling of one territory against another, and one man against another, and on the other hand the lack of any definite goal to shoot at. By suggesting that the best place a man can invest his own efforts is in his own job, and by giving him a fac-simile stock certificate to keep that thought continually before his mind, we have been able to combine, in a way which satisfies us, a definite quota system and still keep our idea of low-pressure selling and the necessity for developing a group spirit rather than an indi-vidual fight.

New Color Photography Business Organized

Business Organized
Color Photography, Inc., has been organized at Chicago to consolidate the basinesses of W. O. Floing, Inc., New York, and Fidelis Harrer, Inc., Chicago, volor photographers. The new firm will function as a color photography and general advertising art business, with New York and Chicago offices. Headquarters will be maintained at the latter city. Fidelis Harrer, head of the Harrer irm, will, as vice-president, have general charge of both offices.

Salt Lake Community Fund \$60,000 This Year

\$00,000 This Year
The Salt Lake City Chamber of Commerce will have \$60,000 to spend on
mununity advertising this year, acroding to a statement made following
meeting of the board of governors,
trustees of the fund, and the budget
and advertising committees. Newspaper,
magazine, and outdoor advertising in
didtion to booklets and folders will be
seed.

H. C. Hoagland Joins Pedlar

Agency H. C. Hoagland, advertising manager f the Knox Hat Company, Inc., New ork, has resigned to join the staff of te Louis C. Pedlar Corporation, adver-sing agency of that city, as an execu-

Alfred G. Keeshan, vice-president of e Knox Hat Company, will take charge the company's advertising.

Cracker Jack Appoints A. R. Olson

A. R. Olson has been appointed Eastasles manager at Hoston of the
saker Jack Company, Chicago,
saker Jack, Angelus Marshmallows,
the has been directing the sales of
E. Campfire Corporation, Chicago,
there of marshmallows. marshmallows.

"St. Nicholas" Bought by "The Scholastic

"The Scholastic"

St. Nicholast, New York, has been purchased by The Scholastic Publishing Company, Pittsburgh, publisher of The Scholastic, St. Nicholast, which was founded in 1881, was sold by The Century Company which has published the magazine since 1871.

No changes in the editorial policies of St. Nicholas are contemplated by the new publishers, it is announced.

Executive officers of The Scholastic Publishing Company are: Maurice R. Robinson, president, and Herbert G. McCracken, business manager. Members of the board of directors include Augustus K. Oliver, George H. Clapp and William Penn Snyder, Jr., all of Pittsburgh. Pittsburgh.

Union Oil Starts Western Campaign on New Oil

The Union Oil Company of California is starting an advertising campaign this week on Motorite, a new motor oil. The campaign will use 113 daily newspapers in California, Oregon, Washington, Idaho, Nevada and Arizona; full color pages in twelve Sunday newspapers, forty-one magazines and farm papers, and outdoor and radio advertising. Lord & Thomas and Logan, Inc., Los Angeles, is directing the campaign. is directing the campaign.

Montgomery Ward

Appointments
Fred W. Jameson, formerly general store manager of Montgomery Ward & Company, has been appointed director of public relations. C. P. Derby, formerly head of the advertising department of the J. C. Penney Company, has been made assistant advertising manager of the Montgomery Ward chain stores.

Appointed by Westcott Hosiery Appointed by Westcott Hosiery Walter J. Single, for the last three years with the Westcott Hosiery Mills, Dalton, Ga., in charge of licensing its Seamless Shaped Foot to hosiery mills, has been appointed executive assistant sales manager. He will have full direction of salesmen, territories and accounts for both the Fabrimode and Mode-Modeled divisions.

New Account for Boston

Agency Buerkel & Company, Inc., Boston, Mass., plumbing and heating engineer and contractor, has appointed Nelson, Duncan & Harlow, Boston advertising agency, to direct its advertising account. Newspapers, business papers and direct mail will be used.

Paint Account to Ruthrauff & Ryan

The Davis Paint Company, Kansas City, Mo., has appointed Ruthrauff & Ryan, Inc., at Chicago, as its advertising agency.

Thanks for the Ladder, Mr. Metzger —But the Rungs Are Greased

This Young Man Isn't Complaining-Not He!

By a Captious Cub

AS a young man still in the chrysalis stage of his advertising career, I hereby endorse, gratis and unsolicited, Mr. Metzger's* suggestions for young men who are getting on, rather than ahead.

First let me say that any young man who has not, of his own initiative, resorted to at least half of Mr. Metzger's ideas, does not deserve to get ahead. It stands to reason that the youngster must prove his ability; nobody is going to take his word for it. And, of course, a youngster would have to "do it in advance—without pay—without prearrangement or promise." But what if the breaks go against him after that? I'm not complaining, or anything, but just listen to this:

On my first advertising job I was assistant to a combination copy writer and account executive. I took off his hands all the details of schedules, releases, interviews, etc., and in my spare time it was up to me to learn about advertising. It wasn't long before I felt that the routine was dulling what edge I had. I began to pester my superior with questions, and kept on doing so until he must have been ready to throw me out. But, on the whole, he was patient, and taught me a lot. He listened to all my suggestions, was sympathetic to my writing urge, and promised to help me.

At last there came a break. A client wanted a publicity story in a hurry, and my superior threw the job at me. I managed to write one that was printed from New York to Nova Scotia. It tickled the client so much that he offered me a job. But alas! Although

he wanted me as assistant advertising manager, he offered me less money than I was getting. Needless to say, I stayed where I was

As time went on, my superior relied more and more on my criticism of his copy. He told me I was good enough to go into the V. P. and demand a crack at copy in my own name. I did so. The V. P. was very nice about it—as soon as they had an opening they'd be glad to—as it turned out—pan me by!

Good But Too Radical

Meanwhile, I kept on flooding my chief with copy all the time Once he asked me to get a fres slant on a campaign, which I proceeded to do. He turned it down as good, but too radical. So the assignment went to somebody of the regular copy staff. Believe if or not, the copy writer hit on the same idea as mine, and his copy was almost identical. He got away with it. That encouraged me alot!

My chief was asked to write few paragraphs on another a count. He was busy, so he let m do it. He thought my stuff wa good, and, square-shooter that h was, he told the copy chief wh wrote it. That news won for m copy the cordial reception usual accorded to a dynamite bomb. "wouldn't dare submit this," wa the verdict. "Why, the cub isn't copy writer." If I find that man attitude very general, I never w

While my chief was away on a vacation, a hurry call for account, had enough initiative and selection denough initiative and selecting to the denough opportunity. Well, I go not an okay, but a letter from a client commenting on the extra control of the control o

had sa

laudii Then most : ether quarte White Olsen. every] wick ar have h everybe this un dreds o Examin possible your ra led the

LOS PUT YO

other ci

sales op

lwo abo

[&]quot;Here, Young Man, Is a Ladder—Climb Out of That Rut," by Geo. P. Metzger, vice-president, Hanff-Metzger, Inc., on page 20 of PRINYERS' INK for February 20.

e less Needwas

to the

they'

d

oodin

time fresh

I pro

So th

ody (

lieve

on the

t awa

write

ier a

let n

that

ef w

for m

b isn't

So I Said to Coolidge, "Calvin, You Sure Are <u>Right!</u>"

IT WAS yesterday-just after he had said a few kind words in front of the microphone. Words lauding Los Angeles. Bashfully, I told him he was right. Then I said to myself, "With practically all of the world's most famous people out here and doing their stuff over the ether waves, Los Angeles is the radio entertainment headquarters of America. And that's a fact, gentlemen. Whiteman's here with his Old Gold broadcast. So's George Olsen. And Abe Lyman. "Voices From Filmland" go forth every Monday direct from M-G-M's Studio. Victor, Brunswick and Columbia-realizing that this is radio's paradisehave built impressive recording laboratories here. And everybody is radio minded! + + + Here's the point: With this unparalleled and prosperous market ready to buy hundreds of thousands of additional receiving sets; with the Examiner offering as fine a metropolitan newspaper as it is possible to produce, Los Angeles deserves a whale of a lot of your radio advertising. And the Examiner, having always led the radio field, should get the lion's share. . . . No other city in the entire nation presents-now-such a radio sales opportunity! As I said, Calvin sure knows a thing or two about places.

LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

lence of the copy. You see, it was all right with him for an assistant to write his stuff—he didn't know I wasn't supposed to. If he had, he'd have been like the rest of them.

Anyway, when my superior came back, he found that letter on hisdesk. He congratulated me, but I didn't notice him taking it in to the V. P. or the copy chief. I couldn't blame him for that (self-preservation is the first law of Nature), but—!

Just one more incident. After two years, my patient and forbearing chief managed to sell the powers-that-be the idea that I was capable of handling a small account all on my own. So one day the V. P. called me in and told me there was a new account practically sewed up, and it was mine. Whoopee! Eureka! Believe m, I did handsprings out of that office and all the way home. I was so happy that I didn't care whether I got a raise or not. This was getting ahead!

Two days later the V. P. called me in again.

"Sorry, my boy," he said, "but we're not taking that account I told you about. Their credit's no good."

As I said, I'm not complaining. I'm willing to go on giving suggestions, writing on my own hook, waiting and learning. Mr. Metzger's advice doesn't always produce results—but that doesn't make the advice any less good!

What Groucho Says

He Debates with a Client on the Merits of the Advertising Agency Compensation System

In all this palpitating bulb of a world there is no sacred cow so sacred as a client. Dunno why its so, but it is. We take a million lickings from those guys and come back for more. They can commit murder, arson and treason against us and then we buy 'em a dinner.

I'm thinking of that profit-sniper Jackson. Perfectly satisfied with our service, considers us all his best friends, and yet he will come in and sit all day at my desk, use my phone and my secretary, working on the perennial job of sniping at the advertising agency compensation system.

Five hundred years from now some zealous advertising manager is going to rise on his feet with his heart throbs showing in his mist-covered eyes and ask: "Is the agent working for the publisher or for us? If he is working for the publisher we should know it. If he is working for us—11!—???"

I sit right there and hear him phone that stuff to other advertising managers. Then he turns to me with his winsome smile: "Groucho, you really ought to be with me in this. Put this sensible system into effect. Let the agents charge in proportion to the value

of their work and all good agencies will profit by it."

I don't care much what he thinks about our pay and how we get it, but I'll be hanged if I like innance a phone for his propagand. "Old Man Percent is a good workman. Don't ever forget that," I say, and then he shrugs that same old tired shrug and smiles his pitying smile which says, "Oh, you poor sodden opportunist."

I mention trade discounts, percentage profits, interest, percentage rates on insurance and all those things. "But, Groucho, none of these is a parallel case." Then be turns to the phone and harangue the advertising manager of Bamboo Rods, a fellow zealot.

"Groucho, seems kinda shabby to use your phone this way. But really, old chap, I'm doing you favor. Can't you see it makes all the difference in the world whom you are working for?"

"Why, you poor fish," says "Everybody's working for everybody. Can't you see that?"

And then the old world rolls of enriched by one more debate be tween Jackson and an important account executive.

GROUCHO.

nati

make

1930

racnine. me, that was ther was alled "but nt I S BO ning. sugnook. letzpromake

ncy

encies

hinks

get it. ce to

anda. work-

at." I same

pity-, you

, per-

entage those

ne of nen he

angues Bam-

bby to . But you a

whom

says I every

olls on ate be portar ICHO.



Our Golden Year in the Golden State

This year the Examiner celebrates simultaneously its Golden Anniversary and its 34th year of unchallenged circulation and advertising supremacy. * * * Sustained leadership such as this, in any field, is worthy of note. In the Golden State, where incomes are 55% greater and living standards 65.1% higher than the nation's average, advertisers find that it makes concentration increasingly profitable.

SAN FRANCISCO EXAMINER

One of the 28 Hearst Newspapers read by more than 20 Million People

IN NEW YORK CITY: W. W. CHEW, 285 Medison Ave. IN DETROIT: A. R. BARTLETT, General Motors Bidg. IN CHICAGO: J. D. GALBRAITH, 612 Hearst Bidg. IN SAN FRANCISCO: F. W. MacMillan, Hearst Bidg.

THE AMERICANUS MONEY FOR THIDY THAN FOR ANY OTHE

More than two million copies
True Story are purchased monthly
urban newsstands by young Wa
Earner housewives at the full pri
of twenty-five cents because th
want to read it then. Here, you a
selling your advertising message.
major reason why results from Tr
Story schedules break all advertisi
records.

TRUE STORY IS THE ONLY MAJOR MAGAZINE 5.000 CONCENTRATING IN THE WAGE EARNER MARKET

1930

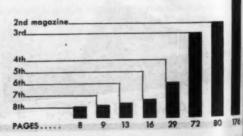
A UBLIC PAYS MORE



ewelry, watch and silverware advertisers have found the Vogue market so tremendous in its purchasing power that they have used . . .

more than twice as much space in Vogue in 1929 than in any other women's magazine.

VOGUE.



PAGES 1929 OVE lithe can lith up with By way into a tr an art I had bo art deal the mod

It S

When you, I quate pi lithogray The n the Ger was the work, in time. Was and the liabor in essary phers to If litho

properly
must be
cost redu
Time—
cost—wa
velopmer
methods.
proved t
impossibl

The go lithograp that a could not the origin whether a paintin and techn It has virthe co-o museums, selected reproduct framing of your who offer picture dining at a production and a production of the productio

the curate

It Shouldn't Be Called Lithography

American Lithography Has Gone Far Toward Perfection

By Aesop Glim

OVER a lunch table, I asked a lithographer whether Ameri-can lithography would ever catch with the work of the Germans. By way of answer, he hauled me into a taxicab and whisked me to an art gallery. Within an hour I had bought a picture for which an art dealer had offered \$1,350-for the modest sum of twelve dollars!

When I get that explained to

you, I hope you'll have an ade-quate picture of where American

lithography is today.

The marvelous work for which the Germans have been famous was the result of infinite hand work, infinite patience and infinite time. With the advent of the war and the subsequent high cost of labor in America, it became necessary for American lithogra-phers to do something about it. If lithography was to develop properly in America, the quality must be improved, the time and cost reduced.

Time-and thereby much of the cost-was saved through the development of new equipment and methods. The quality was improved by shooting at an almost

impossible goal.

The goal was to bring American lithography up to a perfection such that a lithographic reproduction could not be distinguished from the original—by the naked eye— whether that original be a drawing, a painting in almost any medium and technique or a piece of fabric. It has virtually been achieved. With the co-operation of our leading museums, art subjects have been selected and reproduced-and the reproductions are now worthy of framing and hanging in any room of your home. The art dealer who offered \$1,350 for my \$12 picture did not know he was looking at a reproduction. Other reproductions in twin frames with the originals have been hung in museums for the close study of the curators. Bets have been lost

as to which was the original and which the lithographic reproduc-

The methods by which "art subjects" have been reproduced for the American art gallery market are the same methods available to you as an advertising man-for the reproduction of your advertising matter.

The word "lithography" means "stone writing." As such it is a misnomer for most of the work we now know as lithography. A better word would be "planog-raphy" which would correctly designate this process of "flat surface writing (or printing)."

The original lithographic plates were flat stones. Today we use

stone only occasionally.

First we must distinguish between two types of present-day lithography—direct and offset. Direct lithography is the printing of the image direct from the plate to the paper. Offset lithography is the printing of the image from the plate onto a rubber blanket (on a cylinder press) and then from the rubber blanket onto the paper. The bulk of our lithography

today is offset-but direct lithography still has its special uses.

In direct lithography the plate is now most often zinc; sometimes it is aluminum; possibly 5 per cent of the time it is stone. In offset work the plate is metal, glass or stone. In either case it is lithography and the basic principle of a flat surface is the same. On this flat surface, the design is drawn or printed (photographically) in a grease composition. The secret of lithography is that grease and water do not mix. The inks adhere to the grease image and not to the other parts of the plate, kept wet by water; similarly the grease repels the water from the image. On this basis. printing is accomplished without type and without either the cameo

Ma

relief of letter-press engravings or the intaglio cutting of rotogravure.

In direct lithography the image or lettering on the plate is reversed—that is, it reads from right to left as in looking at type or illustrations on the printing press—so that it will read in the accustomed way when printed di-rect onto the paper. In the offset process the image on the plate is just as it will appear on the paper, which makes the impression on the rubber blanket a reversed image and the final impression upon the paper just as it appears on the plate.

By the old methods of direct lithography, the artist (he was all of that) drew a reverse image of your art work on the stone. His only possible aid in the work was tracing paper; what he couldn't do that way, he had to draw freehand. Today, and particularly in offset work, the image is usually transferred to the plate by a photo-graphic process. But the workers are still artists.

Lithography offers you the use of any number of colors. Monotone and duotone are effective in lithography-or you may have as many as twenty-tour colors. The tendency is to reduce the number of inks; six or eight are probably the most common numbers now. Each color requires its own plate.

The offset method of printing through a rubber blanket achieves a softening and blending of colors which is pleasing and desirable

for most subjects.

The range of subjects which can be handled by lithography is almost endless. The largest standard size of lithographic paper is 44 by 64 inches. Cigar bands and Red Cross stamps are produced by lithography. Between the extremes which these examples may suggest to you-extremes as to both size and subject-you have few restrictions.

As to price, ask for estimates. Broadly speaking, lithography is not economical in small quantities of small subjects. In larger quantities, it can frequently compete in price with either letter-press or rotogravure. And where the sub-

ject is large, such as cut-outs, hanger cards, posters and such, even in small quantities, lithography is frequently, if not usually, more economical and effective, because of the high cost of large size letter press plates. The only exception is likely to be on straight type work or where the subject can be engraved on wood blocks and printed therefrom-this latter work is still being used on much theatrical and circus announcements of the Big Show arriving next Monday in all its glory. Paper may be the deciding cost factor in any case.

The evils of submitting speculative art work and dummies are nowhere more evident than in lithography. I would say that there are two primary reasons for this.

In the first place, the potential buyers of lithography have not known enough about the process and its possibilities. They have had to be shown over-elaborate

samples.

In the second place, buyers have invited speculative work too freely. Particularly is this true of the large buvers of lithography. When the possible order is unusually large -for posters, display material, etc.—the temptation to compete with speculative material is naturally great. The buyers have frequently been guilty of encouraging or even demanding too many estimates - with attendant dummies, samples and art work.

Ultimately this cuts both ways. The cost of selling goes up for the lithographer. The cost of being-sold-to must be paid in part

by the buyer.

If you will take any reputable lithographer into your confidence, talk over the work at hand, let him know your demands, give him some idea of a reasonable budget you can avoid much of this evil-

In any case, don't get the swellhead when you control a large expenditure. Don't ask a dozen firms to send down representatives and paraphernalia—to feed your vanity. You may make monkeys out of eleven of them.

There'll still be one more mon-

key than you think.

THEY ALL WEAR SHOES

Men and Women Children and Adults Rich and Poor

In PRINTERS' INK of last week the Lost Angeles Times showed that in Financial Advertising during 1929 it exceeded the nearest Los Angeles newspaper by nearly one million lines.

Today The Times selects the opposite end of the spectrum—shoes—and shows its leadership in a class of advertising particularly indicative of "mass,"

*Shoe Advertising in Los Angeles

Los	Ang	e	l	e	8		1	ľ	i	n	a	•	ž	3		,	,								467,306
2nd	paper								4														0		237,790
3rd	paper													*	*		×	*	×						199,584
4th	paper					9							0											9	116,046
5th	paper		0	0		0					9	0										0			77,756
6th	paper				9										9				0						65,632

The Times' dominance in Financial Advertising, in Shoe Advertising, and in 18 other major classes of advertising, all exemplify the same fact—that in a community of homes the newspaper that goes into the greatest number of households will sell the most goods.

The Los Angeles Times has/more home-delivered circulation than the second morning paper and the largest afternoon paper combined.

*The above figures do not include the American Weekly circulated with the 3rd paper in this list, which during 1929 contained 32,036 agate lines of shoe advertising.

los Anglies Times

Essiern Representative: Williams, Lawrence & Creamer Ca., 360 N. Michigan Bird., Chicago, 385 Madison Ava., New York. Paofet Ocast Representative: R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Staart Bidg., Sestita.

such, thogually, c, belarge only aight

1930

latd on anw arglory, cost

cula-

locks

e nothoge are ential not ocess have

f the When large terial, mpete nathave cour-

have

many dumways. p for it of i part

dence, d, let e him udget s evil. swellge exdozen

your nkeys

Me

R. S. Butler Discusses Mergers and Advertising

THERE are eighteen major adducted by the General Foods Corporation, Ralph Starr Butler,
vice-president in charge of advertising of the corporation, told members of the New York University
Men in Advertising at their meeting
this week. Each campaign, he said,
is on a product which at some time
had been the exclusive interest of
a group of men intimately concerned with that product.

The importance of advertising to these products, he pointed out, is attested to by the fact that before being acquired by General Foods, only three of the companies manufacturing them had advertising departments, the president or heads of the company usually being directly interested in the work of

advertising.

How to continue this advertising work for all of these products after they had become members of General Foods was a difficult problem, stated Mr. Butler. He described how the problem is now handled by the General Foods advertising department. Under Mr. Butler are several experienced advertising men who act as advertising managers of a group of products, while alongside each of these men is a commodity sales manager whose concern is the same group of products. These two men are partners in running the distribution of their particular group.

Supplementing the work of these two are the heads, or former employees, of the acquired companies now with General Foods who continue to guard jealously the progress of the product with which they were so intimately acquainted before the company was merged

with General Foods.

"We in the advertising department of General Foods," further explained Mr. Butler, "consider our main job an administrative one. We have no art department, no space buyer and we do nothing that our advertising agencies can possibly do for us."

This plan has been worked out. according to Mr. Butler, in the light of their best judgment, for few principles had been developed regarding mergers to serve as a precedent. It has been the policy of General Foods, he further stated, to acquire only food products that have been already established, that are distributed through the same channels and that are non-competing. Once acquired, the policy has been to let each product stand on its own feet. "We have consciously kept our products apart in the popular mind," he declared, "although now we believe the time has come to change this plan in the respect that the name General Foods Corporation will appear in future advertisements, although not featured in large type, as a matter of information and to bring to public attention that the General Foods Corporation is entitled to their confidence.

Mr. Butler also offered three reasons why the General Foods Corporation advertises. These are: (1) To get women to enter a grocery store and ask for its products by name; (2) to increase the frequency of use of its products so that (3) all over the United States there will be a group who will form a waiting market for dealers progressive enough to say, "Here's

where you buy it.'

In answer to a question regarding future expansion, Mr. Butler replied that he sees no reason why expansion of the General Foods Corporation should stop at this time.

Axel Blomberg with "Better Homes and Gardens"

Axel Blomberg, formerly with Erwin, Wasey & Company, Chicago advertising agency, has joined the advertising staff at New York of Better Homes and Gardens, Des Moines, Iowa. He also has formerly been associated with the Orange Judd Group and the Detroit office of The E. Katz Special Advertising Agency, publishers' representative.

Capsule Account to Kelly, Spline & Watkins

H. Planten & Son, Inc., Brooklyn, N. Y., capsule manufacturer, has placed its advertising account with Kelly. Spline & Watkins, Inc., New York advertising agency.

est by tec cor

to I

mo

The aut give is c

a b are son

TH

, 1930

l out. n the

for loped as a

policy tated. that

. that same mpet-

v has d on conart in

ared. time

n in neral ar in h not atter g to

neral d to

rea-

Cor-:(1)

ocery ts by

fre-

ts so tates

will alers

ere's

gard-

utler why

this

tter

rwin. tising

staff and also

also the etroit

ertiswe.

y,

klyn. Kelly,

One Time When Real Estate



by J. P. Lohman (Real Estate Editor of the New York American)

Our real estate page is edited principally for real But it's written as if it were to be read by laymen—as curiously it is in many cases. Enough technical jargon and the language of musty old deeds comes before the eyes of the average real estate man to make him want to tear up a paper which gives him more. We learned that from the sad experience of others. The American's real estate news is quite complete and authentic. And our column, "Speaking of Real Estate," gives the romance and human interest of a subject that is considered quite dry. We call it a poor morning if we don't publish at least one unusual feature. And it's a bad day, indeed, when we muff a fact. Our bad days are few and far between. All of which are a few reasons why the profession of realtors in New York form almost a solid bloc of New York American readers.

THE

NEW YORK AMERICAN THE WAY TO REACH THE MODERNS

Mar

GR

LIKE THE FARMER, YOU CAN REAP YOUR



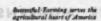
they're only items of

diet to the "Heart" farmer. Soil, topography and climate make farming regional. Orange culture as practiced in the west and south has no interest for the big scale operators in the 13 rich upper Mississippi Valley states.

"Heart" farmers can't grow oranges but they raise 54% of America's livestock-78% of its grain and are corresponding leaders in

other fields. Their property represents 56% of the net worth of America's agricultural investment. They own 60% of the tractors, 44% of the automobiles and 58% of the radios used on farms.

Here is farming and farm life at its best. In the "Heart" they know how to make money



and : fied Succ are s incre

direc belie are n exclu and :

your in 1 hom mind waiti

Succ

1930

UR

ake

and

ich

er-

in

5%

ral

rs,

he

In

ley

GREATEST SALES HARVEST IN THE HEART

The Orange Groves of Kansas

and spend it. Liberal, year-around income resulting from diversified crops provides modern conveniences and luxuries.

Successful Farming reaches more of these "Heart" families than are served by any other farm publication. It is edited for "Heart" farmers—talks their language—discusses their problems and helps to increase their earnings. Unlike general farm magazines, its articles are directed solely to the needs of this rich section. Successful Farming believes it offers more to its subscribers and advertisers because there are no "orange groves" in its editorial pages. It cultivates this region exclusively and has won an unparalleled degree of reader interest and advertising acceptance.

Successful Farming will win your products a hearing in 1,150,000 prosperous homes. These active-minded buying families are waiting for your message.

Successful Farming

The Magazine of Farm Business and Farm Homes Meredith Publishing Co., Des Moines A

RRRRRRRRRRR

A

A

R

Y

y

y

A

R

VAN, ÇAMPS

advertised in St.Louis
exclusively in
THE ST.LOUIS STAR and the
other large evening newspaper

St. Louis local grocery advertisers placed 1,243,652 lines in St. Louis daily newspapers during 1929. Of this total, 89% appeared in the evening newspapers—and ONLY 11% in the morning newspaper.

Accepting this as proof of the greater value of evening newspapers as food advertising mediums, national advertisers of food products are using more space in the two large St. Louis evening newspapers. One of them is The St. Louis Star, which gained 16,757 lines in national grocery advertising last year.

THE ST. LOUIS STAR

National Advertising Representative: GEORGE A. McDEVITT CO.

Doil

A ordivert and The Han atec

whiings of J week to a hi

uns

The of regett the A Setl and paper ago itsel that excusus "Th

dese Bug stor Jon tour and Sat cide tion

of a rest any try add

ram

Don't Let the Prospect Get "Cold

Oil Burner Manufacturer Uses Imitation Country Newspaper to Support Radio, Newspaper and Farm-Paper Copy

AN excellent form of direct-mail effort is that which coordinates with other forms of advertising and which works steadily and cumulatively on the prospect. The Silent Glow Oil Burner Corp., Hartford, Conn., has recently created a type of direct mail to tiein with its radio advertising and which has several unusual features intended to create just the kind of co-ordinated and cumulative effort which is so effective.

The company makes a weekly broadcast of Seth Parker's Singing School, which purports to be meetings of a group of church people of Jonesport, Me., who gather each week in the home of Seth Parker to sing hymns. The program has a highly rural flavor.

Like other advertisers, Glow realizes that a single form of advertising carries only part way if unsupported by other advertising. Therefore, it sought some means of reinforcing its radio message by getting direct-mail material into the hands of interested listeners.

Among the manifold activities of Seth Parker is that of being editor and proprietor of a local newspaper, which up to a few weeks ago was as mythical as Jonesport itself. The company saw, however, that this editorial work gave it an excellent opportunity to get an unusual tie-up. Therefore it created "The Jonesport Star," a newspaper

issued every two weeks.

"The Jonesport Star" is a lineal escendant of "The Bingville descendant It Bugle." carries important stories dealing with such items of Jonesport news as the great checker tournament between the Democrats and the Republicans, little Mary Saunders' perpermint rash, the ac-cident to Ludica Getchet's cow, friction in the Unitarian choir and Hiram Jones' new overalls. items are all written with the touch of gentle burlesque which strikes a responsive chord in the hearts of anyone who has ever taken a country paper of the old school. In addition to the news, there are ad-

vertisements from local merchants. For instance, Ben Whitcomb, owner of the general store, advertises a new department which offers all kinds of insurance. "Get policies to right of groceries. Fire insur-ance on dry goods counter." Sam Tuttle enters a classified advertise-

FOR SALE Four Pullets e Evenings SAM TUTTLE

In addition to this type of advertising, however, the company has inserted its own copy dealing with the merits of Silent Glow products. This advertising is not written in the spirit of burlesque but is straight selling copy.

Announcement was made over the air that "The Jonesport Star' was available to interested listeners and that the price of a subscription was a letter to the company asking that the "Star" be sent. After four such announcements the subscription list comprises 3,000 names

and is growing steadily.

In creating the "Star" the company sought to overcome the difficulty which is bound to arise when an advertiser creates a successful trade character. So often, particularly in radio, the trade character threatens to overshadow the name of the advertiser so that people identify the broadcast by the character rather than the company.

In the second place, the company was looking for some form of tie-up which would have the same appeal as the radio advertising and yet would give an opportunity to get into the prospect's hands a fuller and more direct sales mes-

In considering the use of booklets or souvenirs, the company be-lieved that these had the weakness of the "one-time shot." The prospect writes in for the booklet, receives it, reads it and then the comnany has no further shot in its locker, at least so far as the radio program tie-un is concerned. Not that the booklet isn't highly effective, but the company sought some-

thing which would give it a good excuse for continued follow-up, in addition to the work being done in some sixty-four newspapers and a group of farm papers. In newspapers and farm papers, incidentally, the company refers frequently to its radio broadcasts just as in its radio programs reference is made to the other mediums being used.

In the "Star" the company has an admirable supporting feature. It goes to the prospect at regular intervals and capitalizes the same general entertainment value which made the prospect listen to the broadcast. It, in turn, keeps alive broadcast. It, in turn, keeps alive the prospect's interest in the pro-gram, so that the two work together. In addition, the company's own "Star" copy not only supplements the radio copy, but also tiesin with the advertising in newspapers and farm papers. The result is an interesting example of co-ordinated advertising effort all along the line.

Of course, all names received as subscribers to the "Star" are turned over to Silent Glow dealers and here is shown another example of the value of regular effort. quently a dealer cannot follow a prospect for several weeks after the receipt of the inquiry. The "Star," coupled with the other forms of advertising, does not allow the prospect to lose interest in the product.

Allied Mills Appoints Mumm-Romer-Jaycox

Allied Mills, Inc., Fort Wayne, Ind., manufacturer of poultry, dairy and stock feeds, has appointed the Mumm-Romer-Jaycox Company, Inc., Columbus, Ohio, to direct the advertising for its Wayne brand of feeds.

Agricultural Advertising and Research, Inc., Ithaca, N. Y., will continue to handle the advertising for the company's Amoo hand.

W. A. Blees, Sales Manager, Oakland Motor

W. A. Blees, assistant general sales manager of the Oakland Motor Car Company, Ponsac, Mich., has been appointed sales manager. Before joining Oakland, he was president of the Motor Accounting Company, a subsidiary of General Motors. W. R. Tracy is vice-president in charge of sales of the Oakland Motor Car Company.

To Direct Marketing of Borg-Warner Refrigerator

The Borg-Warner Corporation, Chicago, has appointed Howard E. Blood, president and general manager of its electric refrigeration unit, the Norge Corporation, Detroit. He retains his connection with the Detroit Gear & Machinery Company, Detroit, another Borg-Warner subsidiary, as president and general manager. Warner subsidia general manager.

general manager.

The Norge company will shortly begin a merchandising campaign on a complete new line of household electric refrigerators. It has manufactured and sold refrigeration machines largely at selected points for climatic test purposes during the last three years. The limited selling organization which was developed is now heart and the last three years. being expanded, preparatory to the intro duction of the new product to the public about April 1.

Appointed by Cleveland Stock Exchange

The Cleveland Stock Exchange, which is conducting an advertising campaign to acquaint the public with its activities, has appointed William Ganson Rose, Inc., Ceveland, advertising, as adver-

tising counsel.
The Champion Hardware The Champion Hardware Company, Geneva, Ohio, manufacturer of builders' hardware, has also appointed William Ganson Rose, Inc., to direct its advertising account.

O. O. Koehler with Erwin, Wasev

O. O. Koehler, formerly with the treasurer's department of the Goodyear Tire & Rubber Company, Akron, has joined the Chicago office of Erwin, Wasey & Company, advertising agency,

wasey & Company, advertising agency, as comptroller.

James O'Conner, formerly with the Continental Illinois Bank & Trust Company, Chicago, has been appointed assistant comptroller.

Morton Freund Starts Own Business

Morton Freund, at one time secretary of the York Advertising Corporation, New York, has opened an advertising business at that city under his own name.

Frank Gannett Made Bank Director

if ear

to de

over

result

Frank Gannett, president of the Gannett Newspapers, has been elected a director of the Lincoln-Alliance Bank and Trust Company, Rochester, N. Y.

Appoints Lesseraux Agency The Duvinage Spiral Stairway Company, Hagerstown, Md., has appointed the H. Lesseraux Advertising Agency, Baltimore, to direct its advertising account.

030 rg-

Chi-

ood, its orge on-Ma-org-and

gin erare-

ing ing now tro blic

xk ich ies,

ver-

ny, ers'

ver-

1,

the

ear

has

vin, cy,

the

om-85-

n arv ion. ing

WI

k

an-

di-

y ted icy.



Sponsored by twenty-six years of outomotive uchievement, this latest member of the laternational line of tracks is definitely designed to provide the widest range of nucleus harding service ever embodied in one truck.

The chassis Itself, ready alike for high-speed transport and for the severe punishment of dump truck service, is being hailed as an outstanding advancement in automotive engineer- abligation.

tone with the times, it is a truck of which any owner may be proud.

Favor the new 3-ton International Speed Truck with an exacting examination at the nearest international Branch, then usk for a demonstration of its provess an your own job.

Doing so will not place you under the slightest.

INTERNATIONAL HARVESTER COMPANY

RNATIONAL TRUCKS

delivering . . . International Harvester Com-

pany manufacture motor trucks that make it easier and more economical for business to deliver on schedule. Every year now, for over five years, Liberty has been delivering results to International Harvester Com-

pany on an advertising schedule that has more than doubled in that time. This world famous manufacturer will continue to make generous use of Liberty space in 1930.

iberty

-The Biggest Newsdealer Sale of Any Magazine

Ma

FARI

New > Wallace (

250 P Chicago Standard 307 No. 1

But Did Roosevelt Sav It?

(Telegram) CHICAGO, III.

Editor of Printzas' Ink:
Please wire collect National
Wholesale Tailors Association, Chicago, exact quotation of Roosevelt
saying everybody owes something
to business he is in.
G. A. Nichols.

WHEN we received this tele-VV gram we got in touch with the Bureau of Research of the Roosevelt Memorial Association, New York. The librarian informs us that she has never been able to locate this statement in any of the writings or speeches of Theodore Roosevelt.

The quotation, however, has been used widely in books, articles in trade publications and other printed literature. For several years, the Roosevelt Memorial Association has been trying to run down its original source but has not been successful. Everybody takes it for granted that Roosevelt said it or wrote it, but nobody appears

to be able to prove it.

We have been told by the librarian that the quotation, as it is being commonly used, reads: "Every man owes some of his time to the upbuilding of the profession to which he belongs." any of our readers can throw any light on its origin, we shall be glad to receive the facts. — [Ed. PRINTERS' INK.

W. L. Ralston with Reliable Systems

W. L. Ralston, formerly an account executive with Wm. G. Kreicker & Com-pany, Chicago advertising agency, has been appointed merchandising counsel of the Reliable Systems Company, of that city, a division of the Reliable Typewriter & Adding Machine Corpora-

H. A. Preston with Color

Photography, Inc.

Hugh A. Preston, vice-president of
the former W. O. Floing, Inc., color
photography, in charge of its Detroit
office, is now affiliated with Color Photography, Inc., Chicago, in a sales and
creative capacity.

G. T. Hodges Heads Washington Convention Committee

Gilbert T. Hodges, a member of the executive board of the Frank A. Munsey Company and the New York Sun, has been appointed head of the general convention committee of the annual convention of the Advertising Federation of America to be held at the Hotel Willard, Washington, D. C., May 18 to 21. Mr. Hodges was chairman of the program committee of the international advertising convention at Berlin.
Francis H. Sisson, vice-president of

vertising convention at Berlin.
Francis H. Sisson, vice-president of
the Guaranty Trust Company, New
York, is chairman of the general program committee. T. F. Driscoll, advertising manager of Armour & Company,
Chicago; Walter A. Folger, Pacific
Telephone & Telegraph Company, San
Francisco, and Harold Stonier, educational director of the American Institute of Banking, a section of the
American Bankers Association, New
York, are vice-chairmen of the program
committee.

There will be four chairmen of the

There will be four chairmen of the attendance committee: Robert J. Virtue, Charles H. Eddy & Company, Chicago; Lorry A. Jacobs, Southland Life Insurance Company, Dallas, Texas; Herbert Hilscher, San Francisco, and also a chairman in the East to be ansurance later. nounced later.

Curtis-Martin Newspapers Buy Philadelphia "Inquirer"

Curtis-Martin Newspapers, Inc., has bought stock control of the Philadelphia Inquirer Company of Delaware, owner of the daily and Sunday Philadelphia Inquirer, and has purchased all the stock of the Philadelphia Inquirer Company of Pennsylvania, owner of the Inquirer Buildine.

Pennsylvania, business of the second of the

contemplated. Curtis-Martin Newspapers, Inc., also publishes the Philadelphia Public Ledger, morning and evening, and the New York Evening Post. The Inquirer was founded in 1829 and, until last year, was under the direction of the late Col. James Elverson, Jr.

Changes at American Writing Paper Company

The functions of the sales promotion and advertising department of the American Writing Paper Company, Inc., Holyoke, Mass., have been divided. This arrangement will permit Fred Webster, who has been in charge of the department, to confine his efforts hereafter to sales promotion work. Alexander Forbes has been made advertising manager. Mr. Forbes has been with the American Writing Paper Company for almost ten years, the last six of which have been spent as assistant to Mr. Webster.

30

ee he

ral onon-

of ew er-

ny,

casti-

the

am

ir-

ife as:

an-

has phia mer phia tock

y of irer

will rate l or

ff is

also lger, ork nded nder

mes

ing

otion

the Inc.,

ided

Fred

forts Alexertisbeen Com-

1,600,000 SETS OF TEETH TO BRUSH EVERY DAY

fere

Over 25 miles of toothpaste is needed to brush 1,600,000 sets of teeth daily.

Figure it out for yourself!.... How many tubes of toothpaste? How many toothbrushes?

In the Northwest, over half (51.2%) of the population lives on the farm. In this section there are more homes on the country highways than on all town and city streets combined.

Does your advertising reach these homes, the largest residential district in the Northwest? THE FARMER has a larger circulation than any publication of any kind in the territory.

51.2% OF PEOPLE LIVE ON/ FARMS!

THE FARMER

New York— Wallace C. Richardson, INC. 250 Park Avenue .

Chicago— Standard Farm Papers, INC. 307 No. Michigan Ave.



Published at 55 E. 10th St. St. Paul, Minn.

MEMBER STANDARD FARM PAPER UNIT

THE WINNING OF BOK AWARDS

The 1929 Harvard Advertising Award for a national campaign for a specific product was announced on February 28, 1930, in these words:

To Batten, Barton, Durstine & Osborn, Inc., for the campaign of Armstrong's Linoleum Floors, a product of the Armstrong Cork Company.

There are other Harvard Awards Certificates framed and hanging on our walls. They are:

- 1924 . . . For the campaign of the General Motors Company (national campaign of an Institutional Character).
- 1924 . . . For the local campaign of R. H. Macy & Company, Inc.
- 1924...For the research, titled: Field Survey Report for American Radiator Company (Reduced Unwise Expenditure in a Specific Advertising Program).
- 1926 . . . For the campaign of the General Electric Company (national campaign of an Institutional Character).
- 1926 . . . For the research, titled: Report and Recommendations for Johnson and Johnson.
- 1927 . . . For the local campaign of R. H. Macy & Company, Inc., prepared by Paul M. Hollister.
- 1927 . . . For an individual advertisement effective in Use of Text: advertisement of Marshall Field & Company, titled: Even So Simple a Thing as a Handkerchief. Prepared by Thoreau Cronyn.
- 1928... For the local campaign of Lewis & Conger, prepared by Dorothy Greig and George F. McAndrew.

CHICA

RICH

Ba

A few of the people-not all by any means-who helped us toward our collection of these awards are pictured here.



GEORGE F. McANDREW Art Director New York



PAUL M. HOLLISTER Vice President and Account Representative New York



DOROTHY CREIC Account Representative New York



RICHARD R. BLACKWELL Writer New York



W. FRANKLIN MOORE Account Representative

Batten, Barton, Durstine & Osborn

ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building . BOSTON: 10 State Street . BUFFALO: Rand Building

PITTSBURGH: 339 Boulevard of the Allies

, 1930

onal uary

the ct of

and

ional , Inc. rican

in a y (na-

s for Inc.,

Text: Even oreau

ed by

Behind the News There's Always a Man

Every important news event is the fresh-made track of some important man. In THE BUSINESS WEEK you find the men who go with the headlines—the men who make the news. These character snapshots in words are part of the new reporting technique in the publication of speed, spread and authority. So far

J. P. Morgan
Thomas A. Edison
Charles Mott
Cyrus S. Eaton
George F. Baker
William G. Kellogg
Richard Whitney
Amadea Peter Giannini
Gates McGarrah
Frank A. Seiberling
George Washington Hill

and this week

Daniel Willard

No conventional retouching or posed portraits in THE BUSINESS WEEK, but graflex pictures, faithful, informal, living. They are unstaged, unedited and surprising. They are the man.

Who's next? We don't know his name. But it will be the man behind the news.

THE BUSINESS WEEK

A Journal of Business News and Interpretation

NEW YORK - CHICAGO - SAN FRANCISCO - DETROI ST. LOUIS - PHILADELPHIA - BOSTON - CLEVELAN GREENVILLE - LOS ANGELES - LONDO

A MCGRAW-HILL PUBLICATION

R the contout big Nat The estin psyc

rect

and

recte ton, reside per on force the quote in the ries able because

ship

every

hims
is as
For
sales
speci
rewa
merc
In
conte
extra
for

gener fey, prize a spe *Jar on th George

Salesm
by Ar
men's
Mr. B
"Why
tests,"
manage

How N. C. R. Stages Its Sales Contests

The Reasons Behind the Selection of Prizes-An Outline of Contest Technique

RECENT issues of PRINTERS' the reasons for-and against-sales Here is presented, in contests. outline, the contest method of a big and constant contest user, the National Cash Register Company. The method presents some interesting considerations of contest psychology and contest results.

Selling its specialty product direct to consumers, National Cash operates with a force of salesmen and agency managers whose training and methods of selling, directed by the home office in Dayton, are standardized. Most of the resident field men, some 80 to 90 per cent of the selling force, are on quotas. Within the selling force is an organization known as the Hundred Point Club, in which the field men win membership by quota achievement. Membership in the Hundred Point Club carries with it certain highly desirable perquisites and privileges; but because the striving for membership is an effort in which, in effect, every salesman competes against himself, the Hundred Point Club is aside from our present subject. For running throughout the whole sales organization all the time are special contests that offer special rewards, either in money or in merchandise or in honors.

In the N. C. R. view, a sales contest is a contest of special and extra effort. In PRINTERS' INK for February 20, the company's general sales manager, C. E. Steffey, explained: "We consider a prize contest as nothing more than a special campaign for increased business during the period the contest covers. In this respect, it is no different from a campaign to increase our percentage of exchanges, improve our collections, push the sale of certain types of our product, or make a more intensive campaign on some certain seasonal line of business."

N. C. R. contests are carefully planned and carefully executed. Equally as important as the form and structure of the contest itself is the selection of prizes. And herein is revealed an interesting detail of analysis. In many a sales contest, all the prizes are wholly of masculine appeal-luggage for men, golf clubs, men's watches, boxes of cigars, and so on. But National Cash has discovered that contests interest, not only the contesting salesmen themselves, but the salesmen's wives. The better the contest, the more deeply and more actively it concerns the salesman's household. And many a salesman who would work fairly hard for a golden and specially engraved fountain pen will work harder-thanks to moral support at home-for something he can take home for his house or for his wife or children.

The fact is that, in the selection of N. C. R. prizes, the home interest-which, of course, is also the wife interest-overwhelmingly predominates all other interests

For a contest staged in 1929, the company offered a whole catalogful of prizes-in a catalog, incidentally, in which every prize was illustrated and described, and the prizes grouped as to sections in the book. An analysis of the catalog produces the following statistics:

"Jan. 16, "Contests Don't Stir Prickles on the 1930 Salesman's Spine," by George Biggs; Jan. 30, "To Keep Your Salesmen Happy, Give Them a Fight," by Arthur H. Little; Feb. 13, "Salesmen's Contests—the Final Round," by Mr. Biggs and Mr. Little; and Feb. 20, "Why N. C. R. Believes in Sales Contests," by C. E. Steffey, general sales manager, National Cash Register Company,

TROI LAN

DO

Total number of prizes offered 460 The prizes classified as fol-lows—

To be used only in the home 251 For women
For children
For outdoor and camp use
(generally by the family)... 10

Ma

Total of prizes not for exclusive masculine use 380
Prizes for men only 76
Percentage of this last figure to total of prizes offered 16.5

Executives who confront the perplexing task of picking contest prizes will be interested, perhaps, in a cross-section N. C. R. assortment: cross-section view of the

For the home, such things as silver for the table, ranging from a half-dozen spoons to a chest containing forty-two pieces; cassewaffle dishes: irons; electric percolators; glassware; carafes with tumblers and trays; washing machines; kitchen cabinets; gas ranges; vacuum clean-ers; waffle irons; toasters; sewing machines; clocks; blankets; linens; lamps for the floor, table and boudoir; dining-room suites; reed suites; twin beds; chests; divans; household desks; mirrors; bridge sets; fireplace sets consisting of screens, andirons, grates and tongs; bookcases; sewing cabinets; radios and phonographs.

For women, such things as bracelets; wrist watches; rings; brooches; powder containers and vanity cases; handbags of bead-ing, leather, braid and velvet; toilet sets; wardrobe-style hat boxes; and wardrobe trunks.

For children such things as basketballs; footballs; ping-pong sets; roller skates; velocipedes; sand sets; and a Boy Scout outfit consisting of compass, telescope, magnifying glass and knife.

For outdoor and camp use such things as outboard motors; tents; vacuum bottles with nested cups;

and camp cook stoves.

For the automobile such things as tires; robes; tow ropes; seat covers; horns; and storage bat-

teries. And for the men themselves such things as sweaters; pocket knives; golf clubs; golf balls; outing shoes and boots; shotguns; automatic pistols; fishing gear; watch chains; rings: watches: belts; and luggage.

Mr. Steffey explained in PRINT-ERS' INK how N. C. R. contests run pretty much through the year, one contest following another; and that the contests generally are of two kinds, one kind for cash prizes and the other for merchandise. "Both kinds," he said, "are good." Usually, the merchandise contests, staged in the spring and fall, are each of three or four months' duration.

"Our big contests," Mr. Steffey explained, "generally are held in the months of May and October, each year. In these contests cash prizes are offered and the various agencies in the selling force are lined up against each other in team contests. Prize money is paid to those men who secure 150 per cent or more of quota, and the men on the winning teams are given a larger amount of prize money than the men on the losing teams.

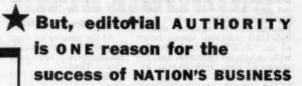
Generally, the big contests take the form of a race, or are keyed to current events. Thus, the contest for May, 1929, was timed to the starting of construction work on a new factory building in Dayton and was called, naturally, the "New Building Contest." It may serve as an example of the com-

pany's method.

The preliminary message from headquarters to the field force was an issue of "NCR"-the company's sales bulletin-devoted to the news that increasing demand for the company's product had made nec-essary the erection of the new building, work on which had just begun. Included in that issue of the bulletin was an insert dedicated to the idea of "Creative Canvassing"-an expedient intended to develop prospects from whom May business might come.

The next step was the announcement of the contest-also through the "NCR." The announcement explained that the contest goal was to be 200,000 "points" of business for the month. The bulletin outlined the contest terms and listed the line-up of opposing agencies; and in that line-up the company had been careful to pit evenlymatched sales agencies against each other. In addition, at about the same time, the "NCR" ap-peared in blueprint guise in an issue devoted to "Plans and Specifications."

Editorial Authority ALONE Doesn't Make a Magazine



Published at Washington, D. C., by the United States Chamber of Commerce, authority forms the foundation for its editorial policy.

IN THE MARCH ISSUE . .

- ★ Bernhard Knollenberg . . whose expert analysis of the Soviet situation is based on intimate knowledge . . writes American Business in Russia.
- ★ Raise Distribution Costs and Prosper is by Gen. Otto Falk, Pres., Allis-Chalmers Manufacturing Co. . . who has tried the theory he defends.
- ★ And, Something Is Wrong with the Department Store is by Walter Hoving, Vice Pres., R. H. Macy & Co.

... current examples of the authority that marks a Nation's Business article . . a policy that has built reader trust and reader interest among its 320,000 subscribers.

NATION'S BUSINESS

and e of

ndise. ood." tests, , are onths'

d in ober, cash rious are team id to cent en on

take ed to ontest o the on a ayton the may

com-

from
was
any's
news
the
necnew
just
te of
dediCaned to

May unceough ment was iness outlisted icies; apany

enlyrainst about apn an opeciTo each agency, also, went a composition blackboard, about four feet by five, on which had been printed a skeleton framework of the building the company was erecting. Into this framework, each agency would "build" blocks of masonry to represent its contest progress.

Upon that general basis, the contest launched itself; and its general basis, the launching and its progress through-out were attended by much sales-department publicity. Letters from headquarters to agencies and to individual salesmen, special issues of the "NCR" that fairly bristled with salesmen's pictures and the stories of their achievements, letters to office men and service men in the agencies, progressive scoreboards on the walls of the sales department in Dayton, special sideline prizes offered by agency managers, interchanges of volunteer challenges and counter-challenges between the opposing agencies-all these expedients served to arouse an interest that the salesthemselves promptly unto themselves and intensified.

And May ended with company business at 180.7 per cent of quota for the month, the biggest month in the company's history.

In October, the same new building became the reason—and with similar technique—for another contest, this one for the building's equipment. And October ended with company business at another high for all time—186.7 per cent of quota.

The contest experience of National Cash over a number of years demonstrates the importance of careful preparation and of careful attention to details. It is well, so N. C. R. believes, to inform agency managers—the salesmen's immediate superiors—in advance; and to pass on to the managers certain important preliminary ideas.

One of the ideas is to refrain from holding current business open, in order to score it during a contest. It seems safer, and fairer, not to let the salesmen into the specific secret until the contest is ready to open. Agency managers are advised to launch the

contest effort with an agency convention, and, if possible, to make it a joint convention with some other agency nearby and, above all, to arrange a definite convention program.

The managers are urged to enter the spirit of the contest themselves, to the end that they may enthuse their men; to hold a short "huddle" of a meeting every morning; and to get out with the men into their territories.

Some Brass-Tack Selling Ideas

At the opening of every contest, furthermore, every man gets, from headquarters, brass-tack selling ideas. Thus—

"Revive your list of 'live' prospects.

"Follow up the prospects you

called on last month.
"Continue the systematic can-

vassing of your territory.

"Make re-approaches upon prospects to whom you have sent sales letters and advertising.

"Carry samples in your automobile.

"Work your streets door by door. "Freshen up your stock of ad-

"Freshen up your scrap book.

Carry it with you. Use it.
"Put a National on every counter.

"Sell the line.

"Get the prospect and the cash register together. "Demonstrate!

"Use the Company Demonstra-

"Build your sales structure in May by proving to the prospects that National Cash Registers quickly pay for themselves out of what they save in time, labor and money."

On the whole, National Cash Register men work their territories closely, and hard. Committed as they are to the conviction that "any man who needs a cash register ought to buy one," they sell intensively. It would seem that, with a contest in progress, some of them might sell to intensively, might take orders that they knew would risk cancellation. Salesmen, including N. C. R. men

Bull Market in farm-building

Out in the Midwest where the big business farmers operate large-scale farms, there's a bull market in farm building.

These farmers are replacing present structures with new buildings.

Certain evidence of this farm-building interest in the Midwest is shown both by the editorial content and the reader-response of Capper's Farmer.

In 1929, Capper's Farmer printed 136 separate articles on buildings, totaling 17,220 agate lines—more than double that of any other national farm paper.

Building inquiries from readers of Capper's Farmer in 1929 totalled 13,446. In that same period, subscribers bought 2,964 blue print plans for various farm buildings.

<u>appers farmer</u>

ARTHUR CAPPER, Publisher Topeka, Kansas

GUARANTEED CIRCULATION 925,000

make some above

, 1930

enter themmay short morne men

ontest, from selling

canprost sales

autoor by

book. every

e cash

ospects gisters out of or and

terri-Comconviceeds a one," would progell too

Intion.

re

de

pi ef

in

C

1

The Road to Success in the Sale of Building Products Is Not a One-Way Street



THE architect influences the contractor by his specifications. The contractor influences the architect by his recommendations. The dealer influences both.

The manufacturer who ignores any one of these three factors in the building picture runs the risk of being ignored by them. A risk out of all proportion to the modest investment

NATIONAL TRADE JOURNALS, INC.

0.30

Ť

5

e

f

S

ıt

required to cover the architect, the contractor and the dealer.

We repeat—"The road to success in the sale of building products is not a one-way street."

To manufacturers (and their advertising agents) determined to strongly intrench themselves, we present four seasoned sales tools which offer effective contact with the real buying power and influence of the building triangle—

The Architectural Forum

Building Age monthly for the contractor

Building Material Marketing monthly for the dealer

National Builders Catalog annually—used daily by the contractor and dealer

1930-31 Building Year Edition closes May 15th

Send for printed information or a representative

521 FIFTH AVENUE, NEW YORK CITY



GLENDALE — The overwhelming predominance of local newspaper circulation provides the proper key to this rich market.

SIX miles north of Los Angeles is an independent municipality of 60,000 people—a city by its own right—Glendale. Adequately served by railroad, interurban, bus and air lines, Glendale has over 250 productive industries within its boundaries.

The Glendale Airport, one of the finest in the country, is the passenger terminal for the T.A.T. and a majority of prominent coast air lines serving this territory. The city has its own water supply, while gas and electricity are available in any quantity at very low rates.

Home ownership in Glendale runs as high, or higher than other Southern California communities. Building permits are running \$500,000 a month. Location, climate, educational facilities, make Glendale a most desirable place to live.

And in no Southern California community will you find civic pride stronger or a higher average of intelligent citizenship. Its population is practically 100% American. The devotion of Glendale residents

to community interests is well reflected in their decided preference for the home newspaper, the Glendale News-Press, which has a circulation EIGHT TIMES AS GREAT as the metropolitan daily with the largest outside coverage. It is the chief spokesman for Glendale interests—modern, well-edited and covering in detail every phase of Glendale's local interests.

Glendale's development is typical of independent communities of Southern California. Their growth is due to the intense loyalty of residents to each local community. It gives concrete evidence that you cannot cover Southern California markets effectively without maing the local newspapers.

SOUTHERN CALIFORNIA NEWSPAPERS

Detroit Chicago Los Angeles



New York Portland Seattle

564 Market St., SAN FRANCISCO · Kearney 3834

Alhambra Post-Advocate Culver City Star-News Glendale News-Press

Hollywood News Long Beach Sun Monrovia News-Post Pasadena Post Redondo Breezo San Pedro News-Pilot Santa Monica

Outlook

and the San Diego Union-Tribune covering a metropolitan marke of its own. are ragency find n sold to year i ord. ing fo bershi in D doubt cancel result partice self-cl

H.
Bemidy preside Associative assumption apolis. Minot, Albroo R. R.

secreta manag

A. A

Head

A. A of a n has be Lund Manuf work i E. W. York.

The aday of the nany, Fuller agency

Hai

Ga

Hare the exe Corpor similar London his for

S. I manage vision Eastern tion E

030

of ly er

IS-

ir le

er

ng ke

de

n ts are natural optimists. But the agency managers look ahead. They find no pleasure in business that is sold today and next month or next year is taken off the agency's record. Similarly, a salesman, striving for his Hundred Point membership, knows that if he accepts, December, a tempting but doubtful order, and if the order is cancelled in January, then the net result will be a handicap against next year's quota. Thus, in that particular, the company's policy is self-checking and self-balancing.

Heads Northwest Daily Press Association

H. Z. Mitchell, publisher of the Bemidji, Minn., Pioneer, was elected president of the Northwest Daily Fress Association at the annual meeting of the association held last week at Minneapolis, Other officers are: H. S. Davies, Minot, N. Dak, vice-president; A. J. Albrook, Watertown, S. Dak, secretary; R. R. Palmer, Minneapolis, assistant secretary, and R. R. Ring, Minneapolis, managing director.

A. A. Lund & Associates, New Business

A. A. Lund & Associates is the name of a new food consulting service which has been organized at New York. Mr. Lund will continue as editor of The Massifacturing Confectioner and with his work in an advisory capacity with the E. W. Hellwig Company, both of New York.

Gainaday Washer Account to Fuller & Smith

The advertising account of the Gain-aday electric washing machine product of the Pittsburgh Gage & Supply Com-nany, Pittsburgh, has been placed with Fuller & Smith, Cleveland, advertising agency.

Harold Whitehead to Open London Office

Harold Whitehead, formerly one of Corporation, New York, will establish a similar business service of his own at London. He will work in affiliation with his former firm.

S. R. Cowan with "Projection Engineering"

S. R. Cowan, formerly advertising manager of the American Radio & Television Corporation, has been appointed Eastern advertising manager of Projection Engineering, New York.

Lithography Group to Hold Trade Practice Conference

About 90 per cent of the productive output of manufacturing bank and commercial lithographers of the United States was represented at a meeting held recently at Chicago. It was unanimously voted that a trade practice conference was desired by the industry. A code of trade practice rules was tentatively adopted. After further revision by a specially appointed committee, formal application will be made to the Federal Trade Commission for the calling of a conference. conference.

conference.

Members of the committee are: Guy
H. Bloom, general sales manager, The
Todd Company, Rochester, Chairman;
M. P. Thwaite, president, Dennison &
Sons, Long Island City, N. Y., Thomas
B. Sheridan, president, American Bank
Stationery Company, Baltimore; George
B. Gannett, president, Geo. D. Barnard
Stationery Company, St. Louis; P. M.
Calvert, president, Reserve Lithographic
Printing Company, Cleveland, and
Charles Couradis, attorney, Washington,
D. C., ex-officio.

Service Is of Three Kinds GENERAL FOODS SALES COMPANY, INC. LE ROY, N. Y., FRB. 21, 1930.

Editor of PRINTERS' INE: Service is one of the most overworked words in general use today. As we see t, service can be divided into three classes: rotten service, service and

super-service. The prompt and efficient manner in The prompt and efficient manner in which you render super-service was clearly demonstrated this morning by the arrival of the list of articles which I asked you for on the 18th.

This is super-service of a high order and we certainly appreciate your

courtesy.

I. S. RANDALL, Assistant District Sales Manager.

Helbros Watch Appoints

Fertig Agency
The Helbros Watch Company, New
York, has appointed The Lawrence Fertiq Company, Inc., advertising agency
of that city, to direct its advertising account. Magazine, newspaper, business
paper and radio advertising will be

Millsco Agency Opens Office at Brussels

The Millaco Agency, Inc., New York advertising agency, has opened an European office at Brussels. Harold I. Orwig, at one time with The Buchen Company, Ch'cago advertising agency, will be in charge.

Appoints Gale & Pietsch

The Frank Adam Electric Company, St. Louis, Mo., manufacturer of electric panelboards and switchboards, has ap-pointed Gale & Pietsch, Inc., Chicago alvertising agency, to direct its adver-tising account. tising account.

Governor Green Addresses Fifth District Clubs

ET candor take issue with rumor, in the opinion of Fred W. Green, Governor of Michigan, and the result will be the riddance

> of unduly pessimistic and destructive influences on industry. Green the



of the Advertising Federation of America, which was held at Battle Creek, Mich., last week. Delegates from Michigan, Ohio, West Virginia and Kentucky were in attendance.

"Rumors could be ignored and permitted to run their course, said, "If it were not for the damage they are doing to the morale of the public and the injury they are doing to business." He urged that cognizance be taken of ac-tual facts in the discussion of the economic situation, a policy which, it was stated, should cut the ground from under the rumor makers.

A. James Coveney, of the George A. McDevitt Company, in a talk on "Making the Most Out of Newspaper Advertising," pointed out that the advertiser of today is not so happily situated as was the advertiser of years ago. He has to address his message under the stress of intense competition, with the result that he must make greater use of standardized facts to get attention and sales response. Mr. Coveney, in a review of the various activities which are being directed to the end that advertisers may have facts on which to plan their campaigns, described the work of these fact-finding organizations and the benefits they bring to advertisers.

"Why must business travel the old round of the cycles, with its inevitable booms and panics?" asked F. B. Nichols, managing editor of The Capper Farm Press. The question came up during the course of his talk on "The Economic and Business Outlook for 1930." Everyone agrees, he contended, that business depressions are fundamentally silly.

Again stressing the thought sounded by Governor Green, Mr. Nichols emphasized the importance of keeping the channels of distri-bution clear in order that consumption will be maintained and a minimum of unemployment forced on the country. "Good hard work from everyone from the man at the machine and the man at the plow on up to the president of the company and agricultural leaders is needed," Mr. Nichols said. "This hard work includes salesmanship and advertising. These must keep the channels of distribution clear."

As an advertising practitioner, C. C. Younggreen, president of the A. F. A., announced himself as a biologist. The zoologist, he said. is interested in the fact that ani-mals differ, one from another, whereas the biologist concerns himself with cause and result. "I am necessarily a biologist," said Mr. Younggreen, "because I am more interested in what advertising does than in the fact that there are dif-ferent kinds of advertising. I follow the precept that advertising is the application of facts which influence the sale."

E. L. Becker, president of the Cincinnati Advertising Club, was elected district governor. He succeeds Earl Lines, who headed the district under the title of chairman. Frank Atherton, Detroit Aderaft Club. was elected lieutenantgovernor. Ben Romer, of the Huntington, W. Va., club, is secretary-treasurer. Huntington was selected as the meeting place for the next annual convention.

Program arrangements for the convention were under the direc-tion of Lee V. Mulnix, president of the Battle Creek club.

Adve

Value as a tried severa though across Ger story questi His 1

claims

Funny

out in

I can the qu are m he asl portan Firs trying foot" foot" alizing tual l any pr ing th made 1 quite s very 1 tant ag

type o busines Rela proced but the in bu sometii paid fo howeve what par.

thing

Seco not rec plus vi them? forts, 1 as "plu to reno things billings

*PRIN

1930

bring
the ts in-

The ourse and very-busi-tally

ught Mr. ance istriimpd a orced work

the the ders
This iship keep ear."

oner, of lf as said, anither, himam Mr.

does diffolg is aflu-

the

was sucthe nan. raft antthe

erewas for the

recdent

There Are No Plus Values

Advertising Agency Promotion Is Miles Behind Agency Performance

By Howard W. Dickinson

"WHY Don't Advertising Agencies Sell Their Plus Values?" by A. F. Gerecke, ame as a distinct shock to one who tried to do that very thing for several years and never once thought that he had really put it across.

Gerecke wrote a very interesting story and left the answer to his question up in the air, as he should. His brief tabulation of agency claims is a rare piece of comedy. Funny, isn't it, when it is all put out in words that way? I think I can give some of the answers to the question in his title. There are many answers to the question he asks and they are rather im-

portant. Agencies, as a rule, are sell an imaginary "best First: trying to sell an imaginary rather than the actual "best foot" foot" which they really have, realizing in some cases that the actual best foot might not draw any prizes, and in other cases feeling that what they offer must be made to seem better than they are quite sure it is. There are many very uninteresting and unimportant agencies. Of course, the same thing is true of any middle-man type of business. Such kinds of business are easy to get into.

Relatively to the past, business procedure may be very efficient, but there are no plus values as yet in business service, except as sometimes more is done than is paid for. No agency performance, however good, has as yet beaten what we all would recognize as par.

Second: The best agencies do not recognize their own so-called plus values, so how can they tout them? They give many plus efforts, not always thinking of them as "plus," but as part of an effort to render superior service. These things make billings grow. Big billings are the good agent's chance

for reasonable pay and wholesale profits. Such agencies make these plus efforts to fit client needs. They are rarely standardized needs, but peculiar needs of particular cases, greatly varied and handled well or poorly according to the abilities of individual agency workers. There is a natural desire to standardize them so that they can be sold as regular service.

Most often these important plus activities come from the normal performance of some agency man who is almost a "nut" in his devotion to the accounts he supervises or writes for.

Eternal Stuff

Pardon a personal illustration. I once was account executive for Minute Tapioca and the billings grew as the business grew. tried to give some effective plus efforts. I think I was able to because Eben Gridley, of the Minute Tapioca Company, taught me so much about the business and let me make it really my own business as well. Old stuff? Eternal stuff. I find my young friends in agency work who are getting ahead are doing exactly that same thing, learning their clients' businesses and teaching advertising to their clients, too busy to have time for anything but open minds, as far as their blessed "nutship" will permit open minds, and almost totally unconscious that they are giving any pluses. In fact, they are not trying to give plus values, but to approximate par in account han-dling as nearly as abilities and effort will let them. Abilities may be limited, but there always seems to be the chance to do more by adding more effort.

Even in golf, par is set arbitrarily so as to give experts a chance to equal it now and then. A perfect theoretical par would allow only one putt instead of two.

However, the agency sales-management may pounce upon a good

^{&#}x27;PRINTERS' INK, January 16, page 3.

pr

18

the

let

pa

oth

ad

his

the

cou

all

the

the

OW

008

gre

the

mo

ear

gro

icar

We

nei

piece of work by a man on the agency staff and try to use it as a concrete sales argument, a sample of "what we do." "We've done this remarkable job for Blank and Blank. We can do it for you." The intelligent job of suggesting changes in product and giving it a modern finish may have been necessary to give Blank and Blank's advertising a fighting chance to win

The going and growing power of an individual is a good thing for an agency to sell. To exhibit that in the agency show window as standard stock-in-trade may show poor salesmanship, may show that the agency salesman has failed to stress this so-called "plus" for what it really is, a splendid agency asset in the form of a good man. One agency at least seems to sense this as seen by its own advertising which carries groups of portraits of its people.

Advertising is a business of enthusiasms, so a bright enthusiast is a valuable asset in an agency.

There Is No Plus

These blessed nuts do not think of their extra work and care in terms of a plus. If they think of it at all it is in the realization that there is no plus in a perfect job. There is no such thing as a score of 100 per cent plus. Current practice and standardized formance have never yet been good enough. Adding things to agency service which really do not belong there does not make a 100 per cent plus. Eighty cents worth of beeksteak plus some cabbage, coffee and washing powder put in to fill out a dollar's worth will never make a dollar's worth of beefsteak. We waste the buyer's time and discredit our own sales honesty when we try to sell it as such.

Remember that current practice in business, in publishing, in advertising, is only a make-shift. Current practice goes on only with fair success until better new practice shall be devised and tested. This is a fact obnoxious to the rank and file of humanity who want ruts into which we can step and which will keep us in course,

who want things to stay put, as they never can be in a progressing civilization. Current practice is very good only by contrast with worse practice in the past.

Third: Far too many good fellows have deceived themselves into the idea that they should not let it be known that they are good fellows twenty-four hours in the day—yes, even when they are asleep. Some years ago the values in good-fellowship were highly rated—then unduly discounted.

Salesmen still try to find demand and sell up to it. There is apparently a great demand for cold-blooded facts, standardized and approved. So we find a lot of imitative technique displayed in the agency sales mart as standard, tested, approved. can't-go-zwrong. A method, an infallible method, is sold as plus value where the actual outstanding value lies in judgment and mental activity as possessed by men and women, particularly when it is made alive by a twenty-four-hour-a-day good fellowship which was born in the man or woman and cultivated into a healthy and happy habit.

I met an agency man in Chicago, spent a day in consultation with him, and we became firm friends. He showed an intellect alive; quick and intelligent mental adjustment, and was easy to like. The reason I appreciated him so highly was a selfish one, as most all appreciation is. He not only accepted whatever of good sense I had to offer in the consultation job, but he at least doubled the value of our consultation by his own intelligent reactions.

A power to analyze, to form and change opinions wisely, to adjust; those are high values, but they lie in men and if they exist in an agency organization it is only because men with these powers predominate there.

only because men with these powers predominate there.

When an organization tries to sell such things as organization qualities the sales presentation is apt to fall down because of vagueness and because the listener instinctively thinks of them as personal qualities rather than as organization qualities.

Fourth: I'll give just one more

5, 1930 ut. as essing ice is with d fels into let it d fele day sleep. es in rated d deere is

for

rdized

a lot

red in

idard.

wong.

od, is

actual

judg-

pos-

par-

ve by

d fele man nto a

icago,

with

iends.

quick djust-

The

ighly

ll ap-

epted ad to

, but

f our

ligent

form

o ad-

but

exist.

it is powes to ation on is aguer in-

1 as

n as more

'HE cost of one color page advertisement in The American Weekly is \$16,000.

While this is the highest page price received by any magazine, it is actually the biggest bargain on the publishing counter today.

If that sounds like a paradox, let's see what that \$16,000 will buy. First of all, it will buy a color page more than twice as big as any other magazine page, giving the advertiser the opportunity to tell his whole story in a dramatic way. Next, it will buy the attention of

nearly 6,000,000 families located in the richest buying areas of this country; more than one-fourth of all the English speaking families in the United States.

Third, it will buy admission into the homes of these people at the lowest cost per home; actually at a cost of less than 1-3 cent per family.

The advertiser in The American Weekly not only enjoys these three great advantages, but he also has the advantage of advertising in the most interesting publication earth

The one reason for the steadily growing circulation of The American Weekly, now twice that of its nearest competitor, is that The

American Weekly is editorially more interesting than any other magazine.

Imagine an advertising medium that is anticipated eagerly in nearly

6,000,000 homes every week.

The great national influence of The American Weekly starts with its concentration and domination in 536 of America's 812 towns and cities of 10,000 population and over.

In each of 185 cities it reaches one out of every two families. In 132 more cities it reaches 40% to 50% of the families. In an additional 102 cities it reaches 30% to 40%.

In still another 117 cities it reaches 20% to 30%.

But even that is not the whole story.

Nearly 2,000,000 additional families in thousands of other communities buy The American Weekly regularly, making the unprecedented total of 6,000,000 families who read this, the greatest of all magazines.

If you have merchandise which enjoys national distribution and want to bring it prominently to the attention of the most buyers at the lowest cost per buyer, where can you spend your advertising dollar more effectively?

Main Office: 9 East 40th Street, New York City

10

fo

im

LONGEST AND LEAST KNOWN TO MAN

but it is the most international in character. The market factors which influence it develop in all parts of the world where wool is produced. Adelaide, Bradford, Boston, Melbourne, Santa Fe, Sidney, Geelong, Wellington, London, these and many other districts in the four quarters of the world are all on the wool trade map. All contribute news and ideas to the international wool news reported in Fairchild Publications.

These wide variations in market influences are only part of the variables affecting the market for wool. The actual intrinsic quality of raw wool varies more widely than that of any other product.

The cheviot sheep on the hills of their native heath in Scotland produce a different wool fibre than the same sheep on the plains of Australia. Cotswold wools are not Cotswold except in those beautiful hill districts of old England—for they are only native to that soil. Your half-blood Ohio is not the same as your half-blood Wyoming.

Variations in cloth characters and qualities start on the sheeps' backs, but every process in manufacture, and even such a minor factor as humidity contributes its part to variation in the finished product.

By the time the wool has been spun, dyed, woven and finished, not even an expert can be altogether sure of his classification of unlabeled swatches. Hence the great weight of individual opinion

THE FAIRCHILD

8 EAST 13th STREE

DAILY NEWS RECORD MEN'S WEAR FAIRCHILD'S INTERNATIONAL (PARIS)

FAIRCHILD TEXTILE-APPAREL ANALYS
RETAILING STYLE SOURCE

an.

ket

rld

ne,

any

ool

nal

the

lity

of

ati-

ps' tor act. ed,

ion

among buyers of woolen and worsted fabrics. Hence the large part played by the good will and reputation of the manufacturer in the marketability of his fabrics.

The buying personnel throughout the entire woolen field read one publication first of all—DAILY NEWS RECORD, the Fairchild newspaper of the textile-apparel industry. This paper is the market for wools, as for woolens and worsteds. By virtue of its far-flung news organization with experts in every principal wool centre of the world it presents a news service to the buyer which no other paper can hope to render, and it is followed with correspondingly close attention.

Important in the field of woolens and worsteds for male apparel is MEN'S WEAR, the principal paper of the clothing and furnishing trade.

RETAILING, the Fairchild weekly newspaper of modern distribution methods, reaches the important people in department stores and specialty shops.

WOMEN'S WEAR DAILY covers the cutting-up trade in women's apparel, as well as the most important section of the retail trade in ready-to-wear and related articles.

STYLE SOURCES, the largest-circulating magazine in the textile-apparel field assures complete coverage of the retail trade as well as of stylists and designers whose influence is of primary importance in the buying of ready-to-wear and decorative fabrics.

VALUE OF PRINCIPAL CLASSES OF WOOLEN AND WORSTED PRODUCTS (1927)

	Suitings, Dress (Goo	ods,	0	ver	COS	tin	gs,	etc.	\$480,833,895
	Upholstery Goo							36,652,088		
	Blankets									24,127,649
	Yarns for Sale									183,429,969
-	Other Products	٠								92,934,698
							T	0	FAL	\$817,978,299

PUBLICATIONS

EW YORK, N. Y.

SOURCE IRCHILD TRADE DIRECTORIES MAN and his clothes (LONDON)

M

\$11

re

S11 of

L

th

Te

to

ac

sa

m

th

th

tic

in

of

(1

nt

th

tu

kr m da

ac

De

w

CO

De 50 sa

a

w

sa

bu

th

th

fo

to

ce

st

\$5

W ta

ar

le

fli

reason, the most important. It is my opinion that the best agencies always fail to advertise themselves as well as they advertise their clients' products. Are they too close to the subject? Do they not need expert help? Many of them realize that they do but would feel humiliated to use it. Agency promotion is miles behind agency performance.

Mr. Gerecke's list of agency claims is a fair one. Make this test. Change these, one by one, to product claims, give them to the same agencies to work upon in behalf of clients, and we'd surely have some grand copy and some great sales talk. The Then, I think, with fourth reason.

A "large agency offers more talent, wider experience, better organized service." Change this from an agency argument to one for General Motors, Atwater Kent, du Pont, and just figure on what an agency would do with the copy and sales talk!

'The smaller agency guarantees the personal attention of its principals." How would you like to write copy for the Doctors Mayo, William Muldoon, Davey Tree Expert, or Doug Fairbanks? Notable personal service is very salable.

growing agency grows with its clients." Not so far off from Fuller Brush, Airway Vacuum Cleaner, Sears, Roebuck. "Our President is without equal

in his line." A bit crude, perhaps, but I'd like to take a fling at touting a few of these modest agency heads whose names I won't mention. Whether or not Mennen's face was good advertising from today's standpoint, Mennen's face helped to put talcum powder on the map.

"We have men from Such and Such Large Agency." punk, and very parasitic, but no worse than substituting cigarettes for candy, or imitating another man's successful product. sonally, I'd not be crazy to write on this theme, but worse themes have been made to bring in the bacon.

"I give personal attention and

do the artwork, layout and copy myself." This is real. It is the actual situation in many a small organization. It has value if the man is good. It appeals to certain kinds of clients of sufficient number to build something on. If the man is good, it fairly bristles with good things for the client. If he is good, he will evolve out of this situation. While the situation lasts it is very sal-able, but how foolish it sounds when baldly stated. Of course, this is but a variation of the second theme as treated above.

"We guarantee complete satis-factory service." Dead, unless Dead, um. Tiffany someone makes it live. Tiffany makes it alive; so do Packard, Twentieth Century Limited, Statler. Frigidaire.

"Our plan of buying aims for lowest production costs." Liggett, Montgomery Ward, A. & P., United Cigars, Ford.

I'm afraid most agencies tell these things about themselves in words not much different from those Mr. Gerecke has used in his tabulation, rather than in the words they would use in telling similar stories for anyone else.

New Accounts to Donahue. Coe & Mayer

The Bramhall, Deane Company, New York, hotel, hospital and kitchen equipment and sterilizing apparatus, has appointed Donahue, Coe & Mayer, Inc., advertising agency of that city, to direct its advertising account. Hotel and hospital publications will be used. The Commercial Credit Company, also of New York, commercial banker, has appointed the Donahue, Coe & Mayer agency to direct its financial advertising. Newspapers and financial mediums will be used on this account.

Bauer Type Foundry to Pedlar Agency

The Bauer Type Foundry, Inc., New York, has appointed the Louis C. Fed-lar Corporation, advertising agency of that city, to direct its advertising ac-count. Business papers and direct mail will be used. will be used.

Appoints Hutchins Agency The Mixing Equipment Company, Inc., Rochester, N. Y., has appointed the Hutchins Advertising Company, Inc., of that city, to direct its advertising account. Business papers and direct mail

First Report on the Louisville Grocery Survey

IN a pamphlet titled "Louisville Grocery Survey. Part I.—Census of Food Distribution," the U. S. Department of Commerce reports on the results of the Census Bureau's recent investigation of food distribution as studied in Louisville, Ky. Also included were the towns of New Albany and Jeffersonville, Ind., comprising a total population of 364,380. Exactly 2,972 retailers and 157 wholesalers and brokers were queried. This survey has been watched more closely by manufacturers than any recent investigation of

the Department.

To the great amount of information on the need for selective selling, uncovered by the trial census distribution in eleven cities (1927), this current survey adds a number of interesting statistics. For instance, it might be of more than passing interest to manufacturers outside the food industry to know that in this typical American market, thirty-three retailers in the dairy field with sales under \$10,000 accounted for only \$145,010, or 4.32 per cent of retail sales; while five with sales of \$100,000 or over accounted for \$2,479,186, or 73.84 per cent of the total. Similarly, per cent of the total. 503 grocery stores with annual sales of less than \$10,000, reported a total volume of only \$2,434,797; thirty-nine retailers sales of over \$100,000, did a total business of \$5,839,166.

Another interesting disclosure is the fact that the grocery store in this territory is the principal outlet for confectionery products, sales totaling \$1,031,470, or 24.27 per cent of the total volume. Candy stores were second with sales of

\$982.383.

As a spotlight on food distribution this study—though only thirtyfive pages in length and appended with twenty pages of charts and tables—covers a lot of ground. Sales are broken down by types of outlets, outlets classified by volume; influence of meat, fruit and vegetable departments on grocery stores, labor cost by size of store, retail sales per person engaged, and influence of sales on rent—all these are noted and charted in tables

and graphs.

Expense, inventory and credit data for retailers and wholesalers are dealt with. The per capita sales of food products in Louisville are compared with the similar results derived from the 1927 census in eleven cities. It might be added that a slight reference to diversi-

fication is mentioned.

Undoubtedly of vital interest to anyone engaged in the manufacture and distribution of food products, these findings might also warrant at least a cursory examination by producers in other fields. The pamphlet, which bears the serial number "Distribution Cost Studies—No. 6." may be obtained from the Superintendent of Documents, at Washington, for 15 cents.

With Beygeh Engraving Company

Don D. Knowles has joined the sales staff of the Beygeh Engraving Company, Minneapolis. He was formerly with the Bureau of Engraving, of that city, in a similar capacity.

Samuel Wilson with Pioneer Suspender Company

Samuel Wilson, formerly with the Phillips-Jones Corporation, New York, is now sales promotion manager of the Pioneer Suspender Company, Philadelphia.

San Francisco "Examiner" Adds to Staff

J. R. Gray and L. A. Burman, of Boston and Chicago respectively, have joined the advertising department of the San Francisco Examiner.

Appoints Baltimore Agency

The Maskin Drug Company, Baltimore, health and beauty preparations, has appointed the H. Lesseraux Advertising Agency, of that city, to direct its advertising account.

H. M. Newman with Ritter Agency

Hugh M. Newman, formerly with Robinson, Lightfoot & Company, New York, has joined The Philip Ritter Company, advertising agency, also of that city, as an account executive.

copy s the small f the

1930

cercient on. airly the will Vhile

salunds urse, sec-

fany card, Stat-

for gett, P., tell

rom his the ling

New uipap-Inc.,

also has ayer rtisiums

New Pedof acnail

nc., the of ac-

THE LARGEST MAGAZINECI

Now-more than 8,500,000 circulation

A few months ago we announced that the combined circulations of the five Crowell Magazines had passed eight million—the largest magazine circulation of any publishing house in America. Today more than a half million has been added to that total.

More important than the size of these figures is the Crowell editorial policy, which is responsible for this record circulation growth.

For Crowell Publications are intimate, helpful and progressive. They suggest improvement, broader thinking, greater achievement.

To the manufacturers of modern products the increased demand for Crowell Magazines is significant of an unsatisfied market for anything that will contribute to better living conditions, better health, or greater happiness.



Crowell

WOMAN'S HOME COMPANION, THE AMERICAN MAGAZINEOLL

. 1930

an

million million house n added

Crowell

nd pro-

inking

INECIRCULATION UNIT IN AMERICA













MORE THAN 8,500,000 CIRCULATION

The importance of the Crowell Market is being recognized oday by leading advertisers. Their orders already placed or space in 1930 issues exceed those for similar issues a ear ago by more than two and a half million dollars.

GAZINTOLLIER'S, THE COUNTRY HOME, THE MENTOR

Advertising Passes in Review Before the Harvard Jury of Awards

A Description of the Jury's Work and a Report of the Prize Winners

By Raymond Rubicam

President, Young & Rubicam, Inc. Member, Harvard Jury of Awards for 1929

[EDITORIAL NOTE:—Presenta-tion of the Harvard Advertis-ing Awards for 1929 was made at Cambridge, Mass., last week. A total of \$14,000 in prizes and a gold medal were awarded as follows:

as follows:
Gold medal for distinguished
contemporary service to advertising, Cyrus H. K. Curtis.
Batten, Barton, Durstine &
Osborn, Inc., New York, \$2,000, for the campaign of Armstrong's linoleum floors, a product of the Armstrong Cork Company.

Northern States Power Comany, Minneapolis, \$2,000, for is local advertising campaign. Westinghouse Electric & Manufacturing Company, \$2,-000, for the general campaign appearing in newspaper roto-

gravure.

Newell-Emmett Company,
New York, \$2,000, for a cam-paign on the Graybar Electric Company.

Company.

Arthur Kudner, of Erwin,
Wasey & Company, New York,
\$1,000, for an advertisement
entitled, "Let's Go to Work."

Silas Spitzer and Anton
Bruebl, New York, \$1,000, for
an advertisement of Weber & Heilbroner.

E. R. Squibb & Sons, New

E. R. Squibb & Sons, New York, \$1,000, for an advertise-ment entitled "The Call That Will Wake Any Mother." Kenyon & Eckhardt, Inc., New York, \$1,000, for an advertisement of Revere Brass & Copper, Inc., with recognition to Henry Eckhardt and

Revere Brass & Copper, Inc., with recognition to Henry Eckhardt and Stuart Campbell.

Paul W. Stewart, of the Bureau of Foreign and Domestic Commerce, \$2,000, for the research titled, "Market Data Handbook of the United States."

Members of the jury which had charge of the selections were: Frank A. Black, publicity manager, William Filene's Sons Company, Boston; M. T. Copeland, professor of marketing, Harvard Business School, and Neil H. Borden, associate professor of advertising; Don Bridge, advertising director, Indianapolis News; Ray H. Griswold, Griswold-Eshleman Company, Cleveland; William A. Kittredge, The Lakeside Press, Chicago; Lee H. Bristol, Vice-president, Bristol-Myers Company, New York; Allan Brown, advertising manager, Bakelite Corporation, New York; Robert L. Johnston, advertising manager, Time, New York; Bernard Lichtenberg, vice-president, Alexander, Hamilton Institute, New York; Joseph Platt, art



Cyrus H. K. Curtis

director, Delinestor, New York, and Raymond Rubicam, president, Young & Rubicam, Inc., New York.]

SOMETHING like 12,000 individual advertisements and 344 advertising campaigns awaited the attention of the Harvard Award Jury when it met early on the morning of January 30, at the Harvard Graduate School of Business Administration. Mounted on display boards arranged in a huge auditorium-like room, more advertisements met the eye than any mortal other than a Harvard Award juryman is likely to see together in a lifetime. But that was not all. Below stairs was another room, not quite so large, containing the overflow.

The jury had been gathered to consider the skill and effectiveness re

mers

indiindii 344 d the

ward n the t the Busied on huge advern any

o see that as anlarge,

red to veness 209 W. 38th St.,

MOGICA

A company selling a service such as ours may best be judged by its customers. Our customers include many of the best known and most highly regarded firms in their respective fields. May we show you the type of work we do for them?

VWXYZE 12345 defghijklmno

OGDEN

PRINTING CO., INC. 209 W. 38th St., New York City 1

THE FINAL PUNCIS

The knockout punch that clinches a champion's reputation occupies but a split second of time. It represents a trivial fraction of the total effort put into the bout. Yet it makes the difference between a mild or doubtful success and a real victory.

Multigraph follow-up is a lot like that. Its cost is but a minor fraction of the total campaign budget. The effort involved is small. Yet the stimulation it gives to salesmen or dealers has more than once made the difference between a moderately successful campaign and a real "knockout."

Advertising executives are using and recommending Multigraph campaigns for a lot of things—to get window trims displayed, to promote dealer cooperation, to broadcast timely information while it's

FOR FINISHED CAMPAIGN

Jh M

fre

im

ing

tive

sp€

THE 1800

CIS WHAT MAKES IT



fresh, to carry out a hundred and one important details of mass selling that nothing but a Multigraph can handle so effectively and economically.

Talk it over with a Multigraph man. He speaks your language.

THE AMERICAN MULTIGRAPH SALES COMPANY
1800 EAST 40th ST. CLEVELAND, OHIO

(or consult your telephone directory)

The Addressing Multigraph writes the letter, fills in name, address, and salutation (a perfect match), adds a facsimile signature and addresses the envelope—all at one revolution of the drum.



Th MULTIGRAPH

split

that.

d or

d is alesade

sucout."

and

for

it's



Winner of National Campaign Award

with which the many makers of advertising had used their tools research, the written word, art, typography and selling strategy.

First and foremost, though, it had been gathered to select a man to whom the advertising world owed special honor "for distinguished contemporary service."

Present in all the examples of advertising exhibited in that room—markedly present in the advertisements being published in all the magazines and newspapers of America on that day, was the influence of one man's career—a career which had helped make possible not only the present physical craftsmanship of advertising, but had contributed more than any other career to its growth and present power as an economic force.

What advertising is, it has become in the lifetime of Cyrus H. K. Curtis. Whatever other men have contributed to it, no man has contributed as much, and in as many directions, as Cyrus H. K. Curtis.

His pioneering salesmanship did much to open the eyes of business to the larger uses of advertising. His able publishing and its influence on other publishers gave advertising fertile soil in which to make good when it got its chance. Early commercial research under his leadership gave advertising a start toward greater knowledge of mediums, markets and strategy. His progressiveness in the mechanics of reproduction and printing has repeatedly lent new resources to the advertiser. His early and far-sighted stand for reliability in copy has helped advertising to acquire its present acceptance by the public. His requirements in business relations with advertising agents have been a stabilizing influence on the agency business and a powerful aid to its service development.

These contributions of Mr. Curtis to advertising are so well known and so generally recognized that the award of the Gold Medal to him should be received with enthusiasm everywhere.

In addition to the Gold Medal, nine other awards were made.

In judging complete campaigns, the jury of twelve was divided into three committees of four jurors each. One committee considered national campaigns only, another local and institutional campaigns, a third industrial campaigns and research. The committees studied each of the exhibits in its group, narrowed them down to a first choice with alternative suggestions, and placed these before the jury as

me

tio

leu

aw

cla

ad

str

suc

tisi

on sui

hur

gen

the

has wel

mer

que

beer

ket-

stop

like

wife

imp

dust

men

paig

deal

use,



Light for a million homes

The state of the

Winner of the Institutional Campaign

1930

merintre-His r relvercept-

uirewith

n a ency o its

Mr

well

edal edal

igns.

into

ered

other

ns, a

1 re-

adied

roup,

first

ions.

ry as

the POWER of a PENNY

Lest year pression pay your electric MEI A pressy to a huge your of summy when spent for electricity. ONE SERGER CEXT WILL BUT ENGINE ELECTRICITY TO RUN A WARRING MACRING FOR TWO BRUEB! & Unbellevable? Het as all. on the Electricity, which the Twin Chine suppy, analone electric services one of the obsequent From of your boundard budget. ... It makes observabley so closup that a large washing can be decofor one or two craziel of At 200th a for case, no wanness ared do may beausehold tank that observatory can de for her. or the Electricity is available for your bouns for the asking-

Be beneficial



One of the Advertisements from the Campaign Which Won the Award for a Local Campaign for a Specific Product or Service

a whole for final consideration. In judging individual advertisements for award the jury functioned as a whole from the outset.

By naming the Armstrong Linoleum campaign to receive the award in the national campaign classification, the jury honored an advertising effort of highly constructive character and marked success. When Armstrong advertising began, linoleum was looked on by the housewife as a product suitable only for the kitchen and humbler parts of the home. Due in considerable part to the intelligence of Armstrong advertising, the "social standing" of linoleum has so improved that it finds a welcome in numerous places formerly closed to it—with a consequent benefit to sales.

The Armstrong campaign has been a complete program of market-building promotion. It has not stopped at what advertising men like to call "educating" the housewife, but has worked for self-improvement in the linoleum industry. Beginning with improvement of product design, the campaign has carried on and taught dealers to install linoleum so that it would give more satisfaction in use, and has helped both trade and

housewife to employ good taste in interior decoration problems. In copy and art, the campaign has not been one of the flashy ones, but its execution has been able, understanding, and resourceful in relation to its problem.

The award for a local campaign for a specific product or service was given to the Northern States Power Company (management of Byllesby Engineering and Manage-ment Corporation). This was a campaign to impress upon the housewives of Minneapolis the low cost of electricity as a domestic The copy reduced the servant. selling story to its simplest and most persuasive terms by giving varied examples of what a penny would buy in electrical help. advertisements succeeded in being striking in appearance without the aid or expense of illustration. Arresting headlines displayed in a way that gave almost pictorial interest to them, and unconventional settings with generous use of white space, assured reader attention and interest. The text was human, homely, shrewdly suggestive. Evidence presented to the jury of the results which it helped to bring about served to confirm its right to an award.

the VOICE that Cried in the Wilderness

Seven years ago, The Cincinnati Post, as the leader of those Cincinnatians who felt that Cincinnati needed a new deal in local government, was as a voice crying in the wilderness.

At least Everybody said so. And Everybody must be right. Never yet had a newspaper been able to mold public opinion to the point of putting in a reform government, and keeping it in.

"It might have been possible in the Golden Age of great editors," said Everybody "but not today."

Rut The Cincinnati Post did it! It made such a reform government possible. And it has kept it in power.

To understand this is to understand that The Cincinnati Post is an unusual newspaper. It has unusual influence. It appeals to an unusual group of peopleforward-thinking, civic-minded individuals who want the best,

not only for their city but also for themselves. This is true because The Cincinnati Post is edited for this type of people in

its editorial page, its Cincinnatus Column, and in the features of Heywood Broun, O. O. McIntyre, Ring Lardner, Will Rogers, M. E. Tracy, and others.

Cincinnati, gang-ridden and the butt of jokes seven years ago, today has the reputation of being the best governed large city in the United States.

A newspaper able to sell a city and keep it sold on a reform government, has influence enough to sell its readers on your products.

To reach progressive, prosperous, influential Cincinnati in its entirety,* your copy must appear in The Cincinnati Post.

*Post Circulation-

- City and Suburban....
 In the O.K. Market....
 (Cincinnati Trading Area) 139,435 160,000
- 3. Total Circulation ..



MEMBERS OF THE AUDIT BU-CULATIONS . . . OF THE UNITED PRESS and of MEDIA RECORDS, INC.

DETR

CHICAGO SAN FRANCISCO LOS ANGELES DALLAS 930

city emtrue cin-

for in itus of yre, E.

the tothe

city ovto s. ous, enin

,435

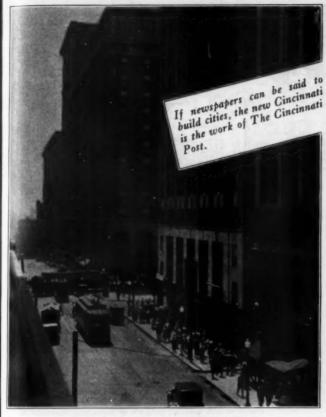
.062

OF BU-IR-

FED

of LDS.

LAS



Walnut Street looking South and showing New Fountain Square Building and New Gibson Hotel. Photograph through courtesy of Cincinnati Street Railway Co.

Cincinnati Post

NATIONAL ADVERTISING DEPARTMENT OF SCRIPPS-HOWARD NEWSPAPERS 230 PARK AVE., NEW YORK CITY

DETROIT . PHILADELPHIA . BUFFALO . ATLANTA



"PRETTY WELL FIXED"

Small Town citizens do not furnish personal income tax returns to the same extent as do the residents of large cities. Which merely illustrates that income tax returns are not infallible guides to purchasing power. After all, it's the net income, and not the gross, that counts as true spendable wealth.

As a matter of fact, the average Small Towner is "pretty well fixed," judged by anybody's standards. Witness the 69% of GRIT reader-families who own their homes and possess at least one motor car; the 79% who have savings accounts the 50% who use charge accounts at local stores.

In terms of actual spendable wealth, GRIT readers rank considerably higher than the average metropolitan family as potential buyers of such everyday products as motor cars, household appliances, toilet requisites, food products, furniture, and so on.

If you have not yet placed your advertising message before this appreciative audience, get in touch with the nearest GRIT representative today. He has an interesting story to tell you.



Home Office: WILLIAMSPORT, PA. Advertising Representatives: THE JOHN BUDD CO.

"If it won't pay in GRIT . . . it won't pay anywhere"

Mar.

gram

tric a for 19 rotogi role o of thi paign leader tion b facts, ment nity. most use o of ad expre tution repres it wa award

In awar campa dustri to th Elec pany, took to a was r done, to de Electi sells of 1 Thes fall in

stituti

fall in various preparative difference difference difference a difference din

dryne busine were readine easy to famile adver in rel this a

art a

Included in the advertising program of the Westinghouse Electric and Manufacturing Company for 1929 was a series of newspaper rotogravure pages presenting the role of Westinghouse in the realm of things electrical. In this campaign commanding space suggested leadership, ruggedness of conception brought power and force to the facts, and simplicity of arrange-

ment gave dignity. It seemed to the jury a most effective use of the tools of advertising to express the institution which it represented, and it was voted the award in the institutional class.

In giving the "a award for campaign of industrial products" to the Graybar Electric Company, the jury took off its hat to a job which was not only well done, but difficult to do. Graybar Electric Company of products. These products

fall into many classifications, serve various industries and trades. To prepare a campaign consisting of five sub-campaigns, each with a different job to do, each aimed at a different audience, yet all fitting into an interpretation of the Graybar business-to do this and to keep all of these efforts up to a high level of excellence, was the task undertaken and accomplished.

The advertisements avoided in copy and art treatment both the dryness and the "bright" clichés of business-paper advertising. were well calculated to enlist the reading interest of audiences not easy to make read. Faced with the familiar problem of the industrial advertiser-high preparation cost in relation to total appropriationthis advertiser chose to have good art and typography by repeating each advertisement once in the course of a year.

Last fall, when the news from Wall Street was crowding even murder and prohibition off the front page, readers of metropolitan newspapers admired the timeliness, common-sense, and good humor of a full-page advertisement which stepped right into their mournful meditations, hit them a

cheerful slap on the back and said, "All right, Mister, now that the headache's over let's go to work." Followed then a shrewd and friendly talk about what caused the had national headacheand the medicine that would cure it. It was a helpful message at a needed moment, and was also an excellent piece of literature sales for the firm which published paid for it, Erwin, Wasey & Company, advertising

agents. It was a demonstration of alertness and

understanding in selling-two things an advertising agency needs for the profit of its clients. ended by offering manufacturers the service of the agency in the coming job of producing sales under less easy conditions.

To this advertisement and its author, A. H. Kudner, president of Erwin, Wasey & Company, was given the award for the advertisement distinguished for "the use of text as the chief means of delivering its message."

Self-conscious typography which discourages reading has no place in advertising, if it has anywhere. But typography whose self-consciousness first gives a spur to attention, then presents an irresistible hospitality to the eye and mind, and over and above this captures the flavor and atmosphere of



sells thousands Winner of the Award for a Campaign of Industrial Products

the business it advertises - this kind of self-conscious typography rates reward. Revere Copper & Brass, Inc., published a series of advertisements in national magazines in 1929 which were notable for such use of typography, and one of these advertisements, entitled "The Smoke Marks Paul Revere's Foundry," was the jury's choice for the typography prize.

Perhaps it is significant that first honors in the field of illustration went to the work of a photographer, Anton Bruehl. It it trite to say that this branch of the graphic arts is gathering great lead on the rest of the field in producing work which combines the qualities of originality and practicality. The illustration awarded the prize was simply a photograph of a hats in the Weber . Heilbroner

shops, New York-a picture subject which would have been deadly dull before "modern" photography came along, but which possessed both beauty and salesmanship as treated by Mr. Bruehl. The advertisement in which this illustration appeared was one of a series with photographs by Mr. Bruehl, all of This particular them excellent. one was selected for honors because it seemed to the jury to fit most closely the terms of the award, specifying pictorial illus-tration "as the chief means of de-livering its message."

Volumes will continue to be written on the question of what kind of headline is the best kind of headline. "Is the headline that questions as good as the headline that states?" "Is a teaser as good as a declaration of fact?" These and a dozen other questions keep the advertising journals buzzing

with pros and cons. When a group of men and women are asked to become "judges" to pick good headlines, they often pick the glittering, clever ones. while millions of readers sitting at home may be buying from a totally different group of quiet, simple sentences that touch the springs of feeling with an understanding that needs no artfulness.

The 1929 jury gave honors in the headline class to an advertisement of E. R. Squibb & Sons which bore at the top of its page the simple sentence, "The call that will wake mother. any Says the adver-tisement in its tisement lead, "Only a mother knows the anxious thump of the heart that a child's beseeching cry can bring. So often it comes in the dead of night . . . a sudden pain . . . a fever-

ish brow . . . a

babyish cough . . . so many things might be wrong." Selling a group of Squibb's household medicines for the bathroom cabinet, this headline seemed to the jury to give the copy a start which would make it almost as hard for a mother to resist as the call of her child in the

night. In considering the work submitted for the research award, the jury kept in mind a number of considerations which were of major importance in the mind of Mr. Bok. The practical considerations might be summed up in two ques-"Does the research contions: tribute fresh knowledge useful to the practice of advertising?" "If it does not contribute such new knowledge, does it employ new or improved methods of research which add to thoroughness and reliability?

After careful examination and

The call that will wake any mother E. R. SQUIBB & SONS, Now York \$2570

display of top Winner of the Award for Effective Use of Display Line

1930

are to

mes.
g at tally mple s of ling in lass iseR.
Sons the

age sencall

ake er." rerits

ws us he

a

ing

So

in

ght

en

er-

a

gs

up

or

id-

ke

to

he ot

Ir. ns sn-

to If w or ch e-

Bell Telephone Is Spending \$5,000,000



to keep, pace with Louisville

On April 15th, ground will be broken by the American Telephone & Telegraph Company for the first unit in a \$5,000,000 building program necessitated by Louisville's rapid industrial expansion and population growth in recent years. It must be admitted that public utility growth is a good gauge of market growth.

Most of Kentucky and 24 Southern Indiana counties, now occupies an important niche in the Hall of American Markets and adequate sales promotion campaigns paralleling its substantial growth are building extraordinary sales volumes for national advertisers.

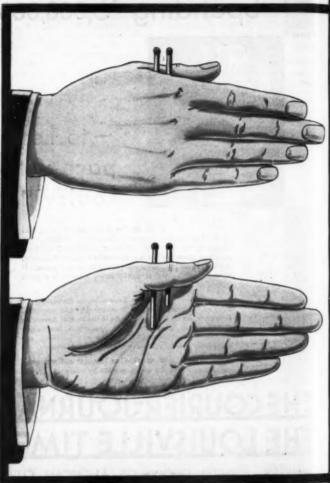
One low cost delivers your sales appeal to the entire market by using

THE COURIER-JOURNAL THE LOUISVILLE TIMES

MEMBERS: 100,000 GROUP OF AMERICAN CITIES

REPRESENTED BY THE BECKWITH SPECIAL AGENCY.

YOU CAN'T TE



As an Bosto reality pear perso marks short

Packet nearly the call ca ference even into thave bring

The lacertain group more ries to daily, set groulatillarge paper respective.

To re Bosto to use valua the o

GEOI 250:Par

BOSTON HEILI

-FROM THE OUTSIDE

As an advertiser, or one placing advertising for clients in Boston, you have read our statement that "The Hub" is, in reality, two markets. To the outsider these two markets appear as similar as two straws held up for guessing. To the person who knows the inside story of Boston, one of these markets is represented by the long straw—the other by the short one.

Packed within a radius of 15 miles from Boston's hub are nearly 2,000,000 people. Within a 30-mile circle drawn around the city are approximately 3,000,000 inhabitants. But they all cannot be reached by the same medium. Because of differences in sentiment, likes and dislikes, manner of living and even reading and buying habits this vast population is divided into two distinct groups. Tradition, heredity, and environment have been working hand in hand for more than a century to bring about this condition.

The Boston daily papers reflect this state of affairs in no uncertain manner. The Boston Herald-Traveler appeals to one group—the group which experience has proved to be the more important to the advertiser. The Herald-Traveler carries the greatest total of advertising lineage of any Boston daily. This advertising leadership is evidence that advertisers set greater store by the reader-value of Herald-Traveler circulation than they do by any other similar unit of any other large daily Boston newspaper circulation. The other three papers, differing from the Herald-Traveler in almost every respect, serve the remainder of the population.

To reach the more responsive and more profitable group of Boston's divided population, it is necessary for the advertiser to use the Herald-Traveler. No other paper can influence this valuable market. To reach most of the other group, one of the other three papers can be used.

Advertising representative: GEORGE A. McDEVITT CO. 250: Park Ave. New York, N. Y. 914 Peoples Gas Building Chicago, Ill.



For eight years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising amond Boston daily papers.

AD-TRAVELER

stu jur Ste Co ket Sta ERS

boo

Ste

221

niti

w

gi

m

tio fo pl

in

da

fil

do

sig

on

pr

is h

Busi Bis ha Two

The New

CRITCHFIELD DIGEST

for

1930



THE DODULAR REFERENCE BOOK ON MERCHANDISING AND ADVERTISING

Today there is more than ever need for accurate, up-to-date and quickly available information on the market situation. The need for this little book increases as the need for that knowledge grows with the times.

Here is authentic, up-to-the-hour data on markets; location of every town in the U. S. and Canada; statistics on population, motor registration, industries, banks, etc.; information on publications, their size, screen, rates and dates; on the national income; location of airports, laws of copyright, etc.

The Critchfield Digest has grown from a small media guide in 1911 to be the vest-pocket companion of hundreds of the country's leading executives. As business speeds up, they find it more than ever vital to have such data in ONE book, for instant reference, up-to-date and with the accuracy born of long experience in compiling such a work.

All these demands are answered by The Digest. It is flexibly bound; gold stamped and edged. Send \$2.00 now or order on approval with privilege of return.

CRITCHFIELD & COMPANY

Chicago New York Philadelphia Minneapolis Los Angeles Oakland Portland Seattle 0.30



This Advertisement Was the Jury's Choice for the Typography Award

study of all work submitted, the jury voted the award to Paul W. Stewart, of the Department of Commerce, for his work, "Market Data Handbook of the United States." Many readers of Printers' Ink are familiar with the character and merits of the handbook, but to those who are not, the following quotation from Mr. Stewart's introduction will be enlightening:

The demand for statistical information upon which to base economical marketing or sales operations has been increasing rapidly with the keener competition and the consequent narrowing of profit margins. It is recognized that market analysis offers one of the tools for making distribution more efficient, thereby cutting costs. Market statistics have undoubtedly formed the foundation for sound judgment in planning operations, but the task has been made difficult and costly in the past because much time had to be expended in collecting the data from a number of sources and filling in gaps as best could be done. This handbook has been esigned not only to gather into one source the data hitherto available only in widely scattered places, but also to include extensive data not previously available.

The large sale which the book is having is the best testimonial to its usefulness to the American business man.

Being a Harvard Award juror a member of the jury, is hard work, but stimulating work. as chairman of a c Two and a half days and two further this proposal.

night sessions of concentrated study of American advertising throws new lights and aspects on it—even to the advertising prac-titioner. In the opinion of the present writer, the Harvard Business School staff is to be congratulated on the provisions made for the judging. The physical arrangement of the campaigns and advertisements, to make examination convenient, is excellent. The personnel of the jury is planned to give representation to the important branches of advertising activity—the national and the local advertiser, the newspaper and the magazine publisher, the small and the large agent—and in craftsmanship to give special representation of art, copy and typography.
While all judgments cannot be

While all judgments cannot be as wise as the judgment of Solomon, if they are not on the whole good judgments, it is not the fault of the conditions of the judging.

Following adjournment of the jury, the suggestion was made by members of it that a suitable memorial to the founder of the awards, the late Edward W. Bok, be presented to the Harvard Business School by individuals of the advertising profession. Bernard Lichtenberg, vice-president of Alexander Hamilton Institute, and a member of the jury, was selected as chairman of a committee to further this proposal.

Why Mail-Order Chains Will Not Displace Catalog Selling

They Supplement the Catalog, and Each Method Helps the Other, Explains Sears, Roebuck Official

Based on an Interview by G. A. Nichols with

D. M. Nelson

Vice-President, Sears, Roebuck and Co.

For plains D. M. Nelson vicepresident of Sears, Roebuck and Co., in charge of merchandising, "in order that we might extend our service to and in the metropolitan centers, and thus appeal to a greater percentage of potential customers.

Mail - order people have long recognized that, regardless of how large their selling volume might be in the way of dollars, they could not expect to sell the public more than a certain percentage of its requirements. As the country grows and the purchasing power of the people mounts, mail-order sales grow correspondingly, but the percentage remains substantially the same.

"By selling goods over the counter, therefore, we are able to add another important outlet to our merchandising

plan, we can attract a considerable amount of worth-while business, that in the regular course of events, probably could we get through the catalog: and the combination of the two methods brings about the larger The whole proposipercentage. tion is simply one of sufficiently varying the selling appeal so as to reach the maximum number of consumers. It is obvious that by selling through a chain of retail stores as well as through a catalog, we can get more business than could come through confining our efforts to either of the two.

efforts to either of the two.

"As it is, we have a selling machine that is well rounded out and effective. The two elements are supplementary and not in any sense competitive; the catalog helps the

chain stores and the chain stores help the catalog." Ma

Lar

Mr. Nelson thus expressed himself in the course of answering the following direct question:

"Does Sears, Roebuck's entrance into the chain-store field mean that mail order is slipping, that the catalog has substantially run its course and that the only way for a great national merchandising organization fully to rise to its opportunities is to operate a string of retail stores?"

In asking him the question I remembered a conversation

I had with Julius Rosenwald, during my earlier days with PRINTERS' INK, back in 1919.

At that time, ancient and remote when one considers that about five years of merchandising development have been crowded into each twelve-month period since then, the chain-store element did not enter into the mail-order picture—not very much into any picture, for that matter. But Mr. Rosenwald, now chairman of the board and then actively engaged as

WHAT is the future of mail order? The rapid expansion of Sears, Roebuck and Montgomery Ward in the chain-store field has prompted many merchandising men to ask this question. It has been frequently declared that it is only a matter of time before the mail-order part of these companies' businesses will

drop off rapidly—perhaps eventually disappear.

Mr. Nelson tells us here why Sears, Roebuck entered the chain-store field and what relation that has to the mail-order end of the business.

This article makes one point clear—Sears, Roebuck and Co., are still a mailorder house, in spite of their 300 retail stores. t

an

naind

he nd es g."

elf an-

wn:

rs,

at ip-

ta-

n-

rse

non its

of he

mon

us ys in e-

at

ng ed ce

iccfr. he

Drug Store Advertising in Los Angeles is Largely Concentrated in The Evening Herald

In 1929, The Los Angeles Evening Herald carried 279,565 agate lines of Drug Store advertising. This was 185,882 lines MORE than the first morning paper (including Sunday) and 122,229 lines MORE than BOTH other Los Angeles afternoon papers COMBINED.

Largest Daily in the West, both in Circulation and Advertising

EVENING HERALD

Representatives

In New York HERBERT W. MOLONEY 342 Madison Ave.

In Chicago JOHN H. LEDERER Hearst Bldg. In Detroit
RAY MILLER
General Motors Bidg.

In San Francisco

A. J. NORRIS HILL

Hearst Bldg.



scientific author, Dr. Karl A. Menninger, M. D., with his book—

The Human Mind."

Dr. Menninger is a staff contributor to Household.

In April Household-

Dr. Walter B. Pitkin, Managing Editor Encyclopaedia Britannica, writes on

• "The Happy Small Town."

I

Me

B

•

Ju

lia

00

A C

In May Household-

Bertrand Russell, distinguished English author and philosopher, writes on

"Education as The Teacher Sees It."

Just a few of the high spots in a brilliant editorial program of extreme interest to town women.



A CAPPER PUBLICATION · ARTHUR CAPPER · PUBLISHER

New York Cleveland Chicago Topoka San Francisco Kansas City Betroit St. Louis

M

in CO sa th as Re wi ste sai rei or er is th la sa the bu thi itsy: are ac no de DO ter de a l pre niv the

ma

ado

pro

men

of

mo

this

nifi

men app its cata

tain seer

in t Nel

prot



IN INDUSTRY

Sell Your Own MAKE and Sell It Hard!

Sell it to the men at the head of plant operating staffs who are under real pressure to keep abreast of new developments in equipment, materials and methods which reduce costs:

Industrial Engineering carries your sales story to men responsible for all phases of equipment and plant maintenance.

Factory and Industrial Management carries your sales story to men primarily interested in plant and production management.

With personal selling being used only where the chances for bringing back the order are well above the average, your salesmen need the backing you can give them by advertising directly to men responsible for production and maintenance in manufacturing plants in all industries.

A. B. C. A. B. I

Published by McGraw-Hill Publishing Co., Inc., Chicago

ECONOMICAL COVERAGE OF PROGRESSIVE MANUFACTURING PLANTS IN ALL INDUSTRIES

president of Sears, Roebuck and Co., was interested in increasing the selling efficiency of the company's mail-order catalog—the same ambition that now inspires the present president, General R. E. Wood, and all of his business associates, including Mr. Nelson.

Mar. 6, 1930

Significantly enough, what Mr. Rosenwald told me at that time, with the exception of the chain-store angle, was substantially the same in spirit as were Mr. Nelson's remarks to me the other day. Mail order, which some people today

erroneously believe "slipping," then, with a similar lack of foundation. said to be devouring the country's retail business and everything connected with it—as the chain-store systems, by the way, are just as foolishly accused of doing now. Mr. Rosenwald. declaring that hypothesis to be utterly absurd (I wonder if he would have a like idea about the present alleged omniverous power of the chains) said that order would grow and grow. He

added, though, that it would never pass materially beyond the same proportionate percentage that was mentioned by Mr. Nelson. And it hasn't, although its yearly volume of sales is now many millions more than the 1919 figure and will continue to increase. When all this is borne in mind, the significance of Sears, Roebuck's present chain-store policy, as supplementary to the catalog, will be appreciated readily. Not the least of its objectives is that of making the catalog a more forceful selling medium.

Is mall order, as such, slipping? "In the midst of all the uncertainty and experimentation that seem to surround retail distribution in these rather critical times," Mr. Nelson said, "one thing stands out prominently. This is that the properly conducted mail-order business

is today on a more solid foundation than ever; it will continue to grow in volume because it meets a distinct need in merchandising that cannot be filled so well in any other way.

"Indeed I am almost ready to say that mail order is the one element in modern retail distribution that is not, in a sense, fighting for its life. The individual retailer is menaced by the chain and vice versa; each is struggling to maintain what he has and perhaps get a little more from his competitor;

each, driven ahead by fear, is trying to strengthen his weaknesses and remove or minimize the inconsistencies in his methods of doing business that are shown up in the light of competition. Each, of course, has his place and will continue to have it; but neither is altogether sure whether his conception of what that place is will be accepted by his trade.

"The mail-order business, on the other hand, is har-

assed by no such doubts. It has proved its case and made its place. Its hold upon its more or less definite percentage of the country's retail volume is practically unchallenged. I say this not in any spirit of complacency. A mail-order house, if it continues progressively to prosper, must keep at least a step ahead of the mer-chandising trend of the times. It will fail or fall behind just as inevitably as any other retailer if it lags in its work of keeping salability alive, if its merchandise and prices are not such as to speak for themselves. The mortality list of mail-order enterprises has been large, not because the country's sentiment is changing toward this kind of buying, but because they have not rigidly adhered to the vital principles of mail-order suc-But the mail-order man with the advertising mind-the one who



D. M. Nelson

ma-

ging ack-

ries.

realizes that his most important function is to keep customers rather than get them—has an impregnable place in the merchandising scheme. Speaking for Sears, Roebuck and Co., we sold more goods from our catalog in 1929 than in 1928, and we are sure that the same healthy increase in catalog sales will be shown during 1930 and in succeeding years."

That Sears, Roebuck really has the advertising mind, as spoken of by Mr. Nelson, is shown by a comparison of the 1930 spring and summer catalog with those the company issued at the time of the conversation with Mr. Rosenwald. It has undergone almost a complete metamorphosis; it was essentially a farm book then, and now it addresses itself to the country as a whole in fact as well as in spirit. Its merchandise offerings and its physical method of advertising them are planned for the suburban, town and even city trade as well as for the farmer. Herein, of course, it shows a lively recognition of a selling principle upon which many general advertisers, even in these days of comparatively advanced advertising thought, are singularly obtuse. This is that the farm trade, barring technical equipment, is not essentially different from the general trade. By no manner of means has Sears grown above or out of the farm market; neither has the family departed widely from its old custom of buying by mail. Sears has simply expanded its activities to include the city, and thus has got to the point where it can serve the farmer even better.

"Mail order," Mr. Nelson said,
"has ceased to be provincial or
parochial; it has overcome its inferiority complex to an extent that
makes it hesitate not at all in
going after any part of the general
market—any part whatsoever. We
compete directly and successfully
with city and suburban stores on a
long list of specialty items. And
this competition, mind you, is carried on by mail, even in sections
where we have distributing houses
and retail stores; these customers,
in other words, buy from the catalog and the entire transaction is

consummated on precisely the plan that is used in dealing with customers at the most remote points.

"People in the cities and suburban sections, it is almost superfluous to add, do not buy by mail because of any scarcity of retail offerings from other sources, as is often the case in the more sparsely settled communities. There are any number of splendidly stocked, well-operated stores from which they can draw their requirements more conveniently than by mail. The obvious fact is that people in urban, as well as in rural, communities are getting more and more merchandising minded; they read advertising avidly and are able intelligently to weigh and discriminate. This means that if the mailorder house is going to get their trade (bearing in mind its natural handicap in competing with a good retail store) it must march con-siderably in advance of the procession in the way of up-to-date merchandise offerings and strong values. Moreover, it must compete, not only in values but in advertising. We are doing these things; at any rate we are catering successfully to the town and city, as well as to the country. market.

Why Mail-Order Catalogs Must Be Absolutely Truthful

"The steady advance in the theory and practice of good cataloging is one big reason for the consistent growth of mail order in all this maze of present-day competition. It has always been an aphorism in this business that 'the catalog cannot talk back, therefore it must be right the first time.' At no other time has the principle been quite so important as now. But the catalog must be more than right; it must go farther than having absolutely truthful descriptions of its merchandise, quoting prices accurately and avoiding misleading illustrations. Rigid adherence to these requirements for accuracy and truthfulness, I might add, has long been the mainstay of the better class mail-order business. If there is any exaggeration or over-statement in our catalog it is inadvertent and I believe there

1930

plan cus-

ints. bur-

mail etail

sely

ked, hich ents nail.

mu-

nore

read

in-

iminailheir

ural

rood

con-

prodate

ong

om-

in

hese

terand

Be

the-

ring

tent

this

ion.

n in alog nust

But han han ripting nisner-

ght stay usi-

ion it ere

Both Everyday Necessities and Expensive Luxuries

find a Ready Market in

ARGENTINA

CLANCE through a copy of LA NACION and you'll find it crowded with all types of display advertising featuring American made products—from toilet articles and foods to cameras, radios, automobiles, etc.

For Argentina is rich and prosperous. Its per capita wealth is exceeded by few other countries. Buenos Aires, the port-of-entry to the Argentine market, is the sixth largest city in the world, as well as the largest city in South America. Annually, it absorbs an increasing quantity of American merchandise and together with the entire country of Argentina ranks as one of the major export outlets for leading American manufacturers. To illustrate: Over 95% of the cars operated in Argentina are of American make.

To sell this market is comparatively simple. One paper, LANACION of Buenos Aires, reaches that portion of Argentina's population you can cultivate with most profit. This great paper has consistently maintained an emphatic leadership in display advertising. This is natural, as it combines the highest quality with its tremendous circulation.

Editorial and General Offices in the United States: W. W. DAVIES Correspondent and General Representative 363 Madisse Avs., New York City United States Advertising
Representatives;
S. S. KOPPE & CO., Inc.
Times Building, New York City
Telephone: Bryant 888

LA NACION

of Buenos Aires

Extraordinary Pulling Power - Superior Coverage - Prestige

M

You

the

in

evel

cove

Rea

deg

ers a "

in a

wha

in 1

cent

ina

The

any

in t

Ask

of th

an i

abov

kind

tiser

study

must

have influ

A co

OH COL

unles

is less of it than in any other general classification of good advertising. Not only is the enthusiasm of the over-zealous copy writer curbed, but our laboratories are constantly at work testing and retesting merchandise to the end that all claims made in its behalf shall be the truth and nothing else.

"But our catalog must be more than this. If accuracy and truthfulness in presentation were the only elements to be considered, mail-order advertising of the better class would have a clear field ahead of it; it is a model along this line for every other merchandiser. It must, however, compete with other advertising in the way of attrac-tiveness and it must be everlastingly up to date. During the last few years, and especially now, there has been a great advance in the quantity and quality of color advertising in magazines. means that the mail-order house, if it is going to compete for the trade of the people who read general mediums, must issue a catalog

of at least similar quality."
When the current Sears catalog
is carefully studied, in the light of the advertising principles here enunciated by Mr. Nelson, there is much less cause for a misconstruction of the company's possible reason for opening retail stores as a selling medium. supplementary There is an indefinable atmosphere about the thing, some way or other, that causes one to accept the sta-bility and development of mail order as a self-evident fact. A woman can study this book, for example, and get fully as accurate an idea as to what is what in the new fashions as she can gather by personal visit to almost any store -a better idea, indeed, than many stores can give her.

Selling the New Silhouette

The new silhouette in feminine fashions is introduced to the extent of many pages, with a full showing of the various accessories that are essential to that silhouette—articles of apparel that would not have been good merchandise six months ago. There are pages and pages of smart hats which can complete the new ensemble. Other pages

show plenty of evidence that the tailored suit is coming back into vogue and, of course, the new dress styles are set forth in profusion. It must be also that the new styles require use of more undergarments; at any rate entire sections are devoted to foundation apparel, corsets and the like, whereas, a year ago, only a few pages were more than enough for this sort of presentation.

Apparently the new silhouette is going to make it difficult for some women to obtain satisfactory fits from stock. Enter, therefore, a huge showing of piece goods; also many pages of patterns. The Sears merchandising experts must have decided that dressmakers, home and otherwise, will soon be getting busy again.

And so it goes throughout the catalog. There is even "a new plan that places the books that are talked about on your reading table each month at a big saving"—an adaptation of the Book-of-the-Month Club idea. All this is understood when it is remembered that the thousand-page volume is more than Sears' catalog; it is Sears' store, combining all the functions of displaying, advertising and selling the merchandise. But with up-to-dateness it combines comprehensiveness; it does a big business on certain old-time items that have long since been discontinued by retailers.

But how about the mutual help proposition? How are the catalog and the Sears retail stores going to work together harmoniously to bring to the company the "larger percentage" of which Mr. Nelson speaks?

"Our present catalog," he said, "advertises our more than 300 retail stores. On page I is an invitation for our customers to go to these stores in their towns or neighborhoods and examine the goods at first hand. The stores, once people visit them, are able to speak for themselves.

"When our retail organization gets thoroughly under way these stores will sell not only the merchandise they have actually in stock, but anything and everything offered in our catalog. Each store has a representative showing of

PUT THE BANKER IN YOUR PICTURE

You as an advertising man know the value of putting your goods in a fine package. Have you ever seen the Journal's five-color covers?

Reader-interest is of different degree. In the American Bankers Association Journal there is a reader-interest rarely found in any other publication. Here's what the president of a bank in Minnesota wrote us only recently: "I am interested in seeing the Journal continue to be what it is now, the leading financial journal of the country. There isn't another paper in any division of human service in this country that compares with it in my mind."

Ask any Banker what he thinks of the Journal and you will get an answer similar to the one above. Reader-interest of this kind is invaluable to the advertiser—and an advertiser who is studying the situation carefully must see how important it is to have the Banker's good-will and influence.

A copy of the Journal upon request and without solicitation unless you ask for further facts about Bankers.

Alden B. Baxter, Adv. Mgr. New York.

Charles H. Ravell, 332 South La Salle St., Chicago, Ill.

Cupit & Birch, Kohl Building, San Francisco, Cal.

846 So. Broadway, Los Angeles.

"How's Business?"

D ID you notice how handsomely and how serenely the Banks pursued the even tenor of their way through the stock market collapse?

Bankers are now busy helping business to adjust itself, and they are a factor in the world of industry that you cannot well afford to overlook.

The American Bankers Association Journal, owned and published by the American Bankers Association, has increased its circulation and has many new national advertisers, but more important is the fact that it reaches the most influential group in business today. These Bankers are directors or directing heads of 50,000 major businesses, and you can talk to them through the pages of their own publication with a definite assurance of your message being read.

AMERICAN BANKERS

JOURNAL

110 E. 42nd STREET NEW YORK CITY

Edited by James E. Clark

1930 the

into dress sion. tyles gartions

arel, as, a were

te is some fits e, a

also lears have some tting

the new are table

thethat nore ears'

lling o-tosivecerlong lers.

help alog oing y to rger Ison

revitato or the

tion hese

in ning tore of

ADVERTISER



The Blackman

· ADVERTISING ·

Magazine · Newspe

6, 1930

Rith whom we work

Packer Mfg. Co., Inc. acker's Tar Soap acker's Liquid Shampoos acker's Charm

uum Oil Company argoyle Mobiloil argoyle Lubricating Oils for Plant Machinery argoyle Marine Oils

National City Co.

igh Portland ement Company

cter & Gamble
risco · Ivory Soap · Camay
hipso · Lava Soap
ory Soap Flakes · P & G—
ne White Naphtha Soap

tol Products, Inc.

Equitable Trust ompany

Amer

count

nts.

ted States Rubber Co. potwear and Clothing olf Balls - Soles and Heels andries

ke, Davis & Co. harmaceutical and Biological Products

ele Manufacturing Co. erling Silverware



Company

2 EAST 42nd STREET . NEW YORK

smalldoor . Street Car . Radio

Mo

Sea ally othe of a hav the an g00 able men of t orde utin be s pref "F will cata stoc dise almo seen help at le sider

in the sover not ural have tail and orga TI coun chair Mr. ficial getti

of o

bigge

can grow strer

it ha

catal

Th



The case history of interpretive advertising is further enriched by this color insert which you will find in Printers' Ink Monthly for March.

EVANS-WINTER-HEBB Fic

820 Hancock Avenue West, DETROIT

NEW YORK . . 1950 Graybar Building . . Lexington 9113 CHICAGO . . 919 North Michigan Avenue . . Whitehall 7149

The business of the Evans-Winter-Hebb organisation is the execution of direct advertising at a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis, Plan. Copy, Design, Art, Photo-Engraving, Letterpress and Offset Printing, Binding, Mailing

Sears. Roebuck goods, some naturally larger and more complete than others. But in no case could a store be expected to have full lines of all our goods. It will, however, have a mail-order desk at which the catalog can be consulted and an order sent in by mail for the goods which the store may not be able to supply. The store management takes care of all the details of the transaction; it will have the order written out for the customer and mailed to our nearest distributing point. The goods will then be shipped direct to the customer or through the store, just as is preferred.

"Each Sears retail store, in effect, will be a selling agent for the catalog, even though it will have in stock a visible supply of merchandise that may be required to fill almost any order. Worked out to its logical conclusion, it would seem that the system can hardly help being beneficial to the catalog at least indirectly-and to a considerable extent directly-without in the slightest degree jeopardizing the store's work in gathering in the over-the-counter business that would not be obtained by mail in the natural course of events. What we have done in establishing these retail stores, then, is to strengthen and extend our mail-order selling organization."

The biggest problem Sears is encountering in the extension of its chain-store system, according to Mr. Nelson and other company officials to whom I talked, is that of getting and training men capable of operating them-the same old personnel question that pesters the biggest and longest established chains in the country. The stores can only expand as man power grows. Here is where the superior strength of the catalog is revealed; it has no personnel problem. The expert merchandisers who supply its stock in trade and the expert catalogers who make it-these are concentrated at headquarters,

Appoints Gotham Agency The American Gas Accumulator Company, Elizabeth, N. J., has appointed the Gotham Advertising Company, New York, to direct its advertising account. Bendix-Westinghouse Company Formed

Formed

The Bendix-Westinghouse Automotive Air Brake Company has been formed by the Westinghouse Air Brake Company and the Bendix Aviation Corporation. The Bendix-Westinghouse company will continue the operation of what was formerly the automotive division of the Westinghouse Air Brake Company. The executive organization of the new company is as follows: President, Vincent Bendix, president, Bendix Aircraft Corporation; vice-president, S. G. Down, vice-president, Westinghouse Air Brake Company, and secretary and treasurer, W. J. Buettner, treasurer, Bendix Aviation Corporation.

The directors of the new company include A. L. Humphrey, president, Westinghouse Air Brake; John P. Mahoney, vice-president, Bendix Brake Company, a division of the Bendix Aviation Corporation; Victor W. Kliesrath, vice-president, Brage Kliesrath Corporation, a division of the Bendix Aviation Corporation, Mr. Bendix and Mr. Down. Mr. Down.

Colton Agency to Direct All

of Japan Tourist Account
The Wendell P. Colton Company,
New York advertising agency, which
has been directing part of the advertising account of the Japan Tourist Bureau, with headquarters at that city,
will, effective April 1, direct all of the
advertising of the Bureau.

A. R. Rodway Honored A. R. ROdway of the Rodway Sales Corporation, New York, has been voted a life membership in the Association of Manufacturers' Representatives, of New York. This honor is usually reserved for retiring presidents of the association but was conferred upon Mr. Rodway in view of his work as vice-president.

To Represent Tucson, Ariz., "Citizen"

The Tucson, Ariz., Citises has appointed the John W. Cullen Company, publishers' representative, as its advertising representative east of the Rocky Mountains. Payne-Hall, Inc., will represent the paper on the Coast.

Has Tavannes Watch Account Ed. L. Stein & Brother, Inc., New York, has appointed William G. Seiden-baum, advertising agent of that city, to direct the advertising of Tavannes watches for which the Stein company is distributor in the United States and

New Account for Greenleaf

Agency The Whiting Milk Companies, Boston, have appointed The Greenless Company, Boston advertising agency, to direct their advertising account.

furwill

tising at itself py.

Why Consolidated Gas Is Using Testimonials

This Giant Utility Is Convinced That Its Customers' Experiences with Gas Heaters Constitute the Most Effective Copy for That Device

By Rexford Daniels

TURNING POINTS TO CONFORT

UNDOUBTEDLY there are some advertisers who would like to feature testimonials in their advertising. In fact, they firmly believe that testimonials offer the most resultful type of copy for their merchandising problems. They

refrain from using, or at least featuring testimonials, however, this old and proved advertising tool has had its edge dulled by misuse.

Not so the Consolidated Gas Company of New York. This prominent utility is running a series of eight advertisements in newspapers, covering a period of sixteen weeks, which is based entirely on testimonials. Commenting on the company's reason for featuring testimonials, Henry Obermeyer, in charge of the charge of bureau of advertising, said:

"A genuine testimonial is one of the most effective advertisements we can use, because one of the first things that a prospect wants to know in buying a gas furnace is the experience of others under similar conditions. In my judgment, one of the strongest things about our testimonial advertising is the fact that we could not have bought or invented such testimonials, even if we wanted to. They have the ring of truth because they are in fact spontaneous expressions from people whose experience with automatic gas heating gives them a true appreciation of its advantage as an effortless fuel. We find that people who

heat their homes with gas generally regard it as a distinction and are more than willing to sponsor our efforts to sell their neighbors and friends.

Ma

you

non

han

bod

DOS

haz

con

by h

to ii

the

The

awai

"Every one of the testimonials used in our campaign was obtained voluntarily, and without inducement or offer of any kind.

"Had we wanted to, we could have found many customers, of local and national prominence, but

I believe that such testimonials are regarded with suspicion, because of the abuse which this medium has suffered

at the hands of certain types of advertisers. Similar suspicion attaches to testimonials from distant cities. In each one of our testimonial advertisements, the accuracy of the statement can be readily tested and proved by the neighbors and friends of the testators."

In using the testimonials the name and picture of the person giving the testimonial were subordinated to the main selling argu-



The Occupation Rather Than the Name of the Testifier Is Featured

106

ng with

th beineous se exheatiation

who homes genrd it nction more g to r ef-

their and ne of onials cam-

withement any wantcould many

of ional but that mials with cause use mefered

atestiacbe the

s of

the rson subrguYou have heard that
your composition can be done more economically by the Ludlow method

- This method is an advanced process of hand-set slug-cast composition which embodies the desirable features of hand-composition, while eliminating its lost motion, hazards, and delays
- You can use the Ludlow system for any composition that you are now having set by hand in single types, and it will pay you to investigate the many advantages which the Ludlow offers



Ludlow Typograph Company 2032 Clybourn Avenue, Chicago

The facts regarding the Ludlow system await your request, without obligation.

Ma

ment and thereby served merely as collaborating statements to the claims made by the gas company.

In preparing testimonial advertising, there are many pitfalls into which one may plunge, chief of which is giving the testimonial so much prominence that the reader remembers the testifier and forgets the testificate. This is especially the case when the product is a slow-moving article which is bought only after months of careful thought. Selling points will often stick in a person's mind long after he has forgotten who said them. Therefore, a delicate sense of news values is necessary in writing testimonial advertising of this nature, to give a proper balance and make the copy sell, instead of merely amuse or instruct.

In the case of the Consolidated Gas Company, it had to sell a which product usually takes months of investigation and careful thought by the purchaser be-fore buying. It was therefore necessary to give arguments in favor of buying and experiences of satisfied users, which would stick in the prospect's mind. This was especially necessary to help overcome, in the purchaser's mind, the thought that the reasons the testifier gave for owning the product would probably not apply to him.

The idea of putting these selling arguments into the mouths of satisfied users, instead of having the company stress them in its advertising, came about in the same way that it had to many other firms, namely, that people are apt to pay more attention to what somebody else says about a product than to what the company says.

A careful study of present gas heating customers showed it would be possible to choose one from nearly every walk of life. This was particularly desirable, because it would show prospects that gas heating was benefiting people in all grades of life and in all businesses. To accomplish this, a doctor, spartment house owner, manufacturer and retired business man were among those chosen.

In all but a few cases, the pros-

pective giver of the testimonial was approached by a representative of the company and asked if he or she would like to make a statement of his experiences which could be used in an advertising campaign. It was further explained that a picture of the person was not wanted, as the advertisement would be illustrated just like a magazine story. In this way, several statements were obtained which otherwise might not have been given.

When the statements had been received, instead of featuring the name of the testifier, his or her occupation was stressed. This was followed by a heading which explained how the gas heater, in that home, had helped to overcome some troublesome feature connected with other forms of heating. One advertisement is captioned: "A doctor said: 'My worst patient was the heating plant until—'"; another, "An apartment house owner said . . . 'I am selling space I used to waste,'" and still another, "A retired business man said . . 'I found youth in a gas furnace.'"

The name of the testifier, preceded by an asterisk which tied up with the heading, is given in each advertisement as follows: "*A leaf from the ledgers of Aaron Keil, landlord and real estate operator, 599 West 187th Street."

An unexpected outcome from the first two or three advertisements was that numerous people either telephoned to the company or wrote that they had interesting experiences which the company might like to mention. Some of these offers were investigated and proved to be suitable for use.

Death of J. H. Harrison

John H. Harrison, editor and publisher of the Danville, Ill., Commercial-News, died recently at Miami Beach, Fla. He was sixty-two years old. He had served as president of the Illinois Press Association and later, as president of the Inland Press Association.

Golden Rule Shoes to Wesley Agency

Golden Rule Shoes, Inc., New York, has appointed The Wesley Associates, advertising agency of that city, to direct its advertising account.



With an increase of 33 per cent, Oakland led all Western cities in growth of retail trade during the 5-year period, 1924-1929, according to the Twelfth Federal Reserve District.

The percentages of increase among the leaders, according to the report, were: Oakland, 33 per cent; Los Angeles, 27 per cent; Seattle, 21 per cent; San Francisco, 17 per cent, and Salt Lake, 10 per cent.

In January of this year, Oakland was the only large city in Twelfth District to show a gain in department store sales over the same month of 1929. Oakland's gain was 15.9 per cent.

Oakland Tribune

OAKLAND, CALIFORNIA

(Member A.B.C.; the 100,000 Group of American Cities)



in that

imonial resentasked if nake a which ertising er exne peradvered just

conheatcapworst nt unrtment n sell-" and asiness h in a

, preied up n each A leaf Keil, erator, from

people npany esting npany ne of 1 and

pubpubpercial-Beach, He 'llinois saident

York, ciates, to di-



1929 SALES 24½% over 1928—\$77,000,000 1930

A CCORDING to "A Study of All American Markets," January 1st, 1929, passenger car registrations within the influence zone of THE SPOKESMAN-REVIEW and CHRONICLE numbered 130,806, compared with 177,651 for the Seattle market and 154,582 for the Portland market. The percentage of automobiles to families in the Spokane Country leads 32 states, including such markets as Illinois, Pennsylvania, Florida, Missouri and Oklahoma.

There were 20,332 new automobiles sold in the Spokane Country during 1920, 2434% over 1928. Based upon local trade surveys and estimates of replacements by recognized authorities, the Spokane Country automotive billor 1930 will exceed \$77,000,000.

The per capita spendable income of the Spokane Country leads 32 states, and per family wealth is \$3,104 above the nation's average. According to U.S. Dept. of Agriculture, the 1929 gain in crop values for Washing-

ton, Oregon and Idaho was \$41,265,000, or 48% of the entire nation's farm increase. The Spokane Country alone produces 1-10th of the nation's wheat and ships 1-5th of its commercial apples. 1929 farm, mine and lumber production was over \$400,000,000. The Spokane Country is relatively an exceptional automotive market.

Through the 102,000 circulation of the Sunday SPOKESMAN
REVIEW and SPOKANE DAILY
CHRONICLE you reach nearly all the prosperous families in Spokane and the 722 cities and towns of the field—and at a saving, through the associated rate, of \$33,80 a page gross.
Adding to this coverage the 18,000 circulation of the SPOKANE DAILY
TIMES, you reach an additional 14,000 prosperous country homes and 4,000 amall-town and city homes. Altogether, a complete coverage of 122,000 in one of America's outstanding automotive markets for 1930. Special information furnished promptly.

WASH
GON FA

Over
tion. 83'
Other Sin
with Farn
the Natio



SPOKANE DAILY TIMES (Successor Twice-a-Week S-R)

UNI EADS 32 STATES

OBIL FAMILIES—and also ajor Markets-Cars Owned

Allow Wester or man partitioner first makes in the Shing

e Are 250 More in Spekane Country.

SPOKANE COUNTRY-130,806 PASSENGER CARS

Company the company of the party of the control of

E CAR TO EVERY I I-J PAMILIES ESMAN-REVIEW, SPOKANE CHRONICLE ED SPOKANE DAILY TIMES CIRCULATION 120,000

COWLES PUBLICATIONS

WASHINGTON FARMER, ORE-GON FARMER, IDAHO FARMER,—Over 110,000 Net Paid Circula-tion. 83% UNduplicated with Aury Other Single Farm Paper—In a Field with Farm Buying Fower 41% Above the Nation's Average.

OREGON :

1030

1930 1,265,

ution's ountry ation's ne and ,000, atively arket. lation AN.

AILY ly all okane of the h the gross, 8,000 AILY tional

es and Alto 12,000 auto pecial

000

How to Rejuvenate Tired Members of a Family of Products

Pinaud Found That Two Members of Its Family Were Shouldering Too Much of the Sales Burden

By Charles G. Muller

ONE of the hardest problems an old company faces is to keep young. If old age isn't warded off, the time is bound to come when it is imperative to rejuvenate the merchandising.

The 150-year-old house of Pinaud found itself in just such a po-

sition three years ago. For more than two generations it had sold in the United States a line consisting of bulk perfumes, cosmetics, shampoo, toilet water, powders and miscellaneous toilet goods. Until 1915, the sales graph of all these products could be plotted on a generally rising curve.

But from 1915 on the graph showed that Vegetal Lilas de France toilet water and Eau de Quinine hair tonic led the entire list in volume. The total sales of Pinaud products continued to rise, but perfumes, cosmetics and similar items we're dropping, while hair tonic and toilet water were carrying an ever increasing burden,

As cosmetics in general were enjoying a wide sale, the company decided that its merchandising situation needed a thorough going

over. An investigation was made into production and merchandising which brought to light a number of reasons for the falling off of Pinaud cosmetics sales. One of the most important was the war, which disrupted the entire Pinaud staff. To offset the sales decline which this caused, the company in America had put increasing advertising and merchandising effort be-

hind toilet water and hair tonic until eventually these two lines constituted the major part of Pinaud's United States business.

This situation, of an old company with a long line of accepted products doing most of its business in one or two of the items,



The New Cream and Powder Are Being Given Equal Space in Pinaud's Consumer Advertising

is one which many manufacturers, even young ones, may easily get into. The difficulty is to get out

The Pinaud condition was aggravated because the two major lines, by becoming associated with barber shop outlets, had lost for Pinaud the fine reputation which it had been building for a century and a half.

ers

Too

tonic conaud's

ompted busiems,

qual

ers, get out

agijor with for n it ury

lar.

A

Incl

30

S

Every Building Job Is a New Job!

As the producer recasts for each new play ... so the contractor recasts his building product needs for each new job. And in the building industry, every construction job is a new job ... a new alignment of methods and materials.

Consequently, your building products must maintain continued timely contact with scores of thousands of contractors and builders, as well as additional thousands of real estate developers, operators, speculative builders and dealers.

This is most effectively accomplished by presenting the merits of your building products, month after month, through the advertising pages of AMERICAN BUILDER.



AMERICAN BUILDER

Including "Building Developer" and "Home Building"

30 Church St., New York

Terminal Tower, Cleveland
215 Market St., San Francisco

105 W. Adams St., Chicago

Simmons-Boardman Publication



1905 1930

covery of the extraordinary cleaning and detergent qualities of the natural material which form the basis of Old Dutch Cleanuer

Through progress and development the uses for Old Dutch Cleaner have steadily increased with the aver-growing demand for a higher standard of devalopment and select in cleaning. Today Old Dutch is exagginated as end serry in creaming, today Und Updata Recognises in the greatest observement in modern cleaning efficiency and the sprightly Dutch metron chaning dut is every school assumption automorphism of Healthful Cleaniness. Modern household equipment is besuful. To retain it besuful, To retain it besuful, and the cleaned salety. Use Old bach, the sale, modern way. There is nothing site tile it for

Old Dash water cleaning supprisingly ears. In fall, flar shaped principle cury every terricora dist, prese and stein with a just clean rovers. Old Dash co-tient no sized or hard get. No cacid, is Spenit scaph and is land to the hands. Old Dash is scannical. — I tell goar ellony ex-connical. — I tell goar ellony ex-connical. — I tell goar ellony ex-linest by retro-ung the brail-braid-appropria invisible insuration as with a the visibility mobile insuration and surations and and the visibility mobile.

Old Dutch Cle

Age cannot wither her nor custom stale Her infinite variety"

Added years mean nothing to Old Dutch—except as opportunities to increase her innate antipathy for Dirt, and to strengthen and consolidate her amazing leadership.

We are proud of Old Dutch!
And proud of the fact that
we've been identified with
Old Dutch advertising for
eighteen out of Old Dutch's
twenty-five useful years!



Williams & Cunnyngham

Whose business is the study and execution of good advertising

6 NORTH MICHIGAN AVENUE - CHICAGO PHILADELPHIA

ROCKFORD

TORONTO

TIME'S ZODIAC THE WAMPENIST



*P IS E

the sign of subtlety, generosity, magnetism, aspiration,

BORN UNDER THE TWIN FISH

(Feb. 20 Mar. 22)

- * Otto Kahn Andrew Jackson
- * J. J. Raskob Vercingetorix
- * Thomas Cochran
- * Edward Duffield

- George Washington
- * Philip Stockton
- * David Sarnoff Grover Cleveland
- * Gen. Chas. Summerall James Madison

*Subscriber to

In Aviation Advertising (planes, accessories, air-lines, etc.), for instance, TIME ranked 1st in 1929:

TIME . . Sportsman New Yorker Spur Nation's Business .

And already 95 pages are sched-uled in TIME for 1930.

6, 1930

*

airnce, 929: pages

hark

par

Ma

naud class John "Fin the once sibil mar war give while in h

built provided with cally one our ing brinn bilit other rant that and fore of g appoor T

pany juve man ing rega crea sell first also wou used trod quic itsel

muc the grouplace boun and note blace on t let u

pare

"We saw two ways to put Pinaud merchandise, back into the class in which it belonged," explains John J. Quinn, vice-president. "First, we would have to expand the line to cover its proper field once more—bring out its latent possibilities to enter the large cosmetic market which had grown since the war. Second, we would have to give the line the quality appeal which the modern woman demands in high-grade merchandise.

"We lost no time in setting out along the first path of action. We built a new factory and offices, to provide a modern foundation for expansion of our line of merchandise. Then we began the expansion with a new face cream, one radically different from the old and one which lent itself admirably to our modernized program. Starting with this cream, we would bring out our line's latent possibilities slowly but strongly, adding other items as conditions warranted. Above all, we would see that this first new item was well and widely introduced to consumers and soundly set into the line before we rejuvenated other items.

"The second path of action, that of giving the line a modern quality appeal, led us into packaging."

The manner in which the company tackled this angle of its rejuvenation gives the key to the manner in which the company, during the last three years, has been regaining its former market. The cream needed a dress which would sell the product on eye appeal the first time. While the company also was sure that repeat business would follow once consumers had used the cream, it felt that the introduction could be made most quickly by means of the package itself.

A green jar was picked after much experimenting. To maintain the effective basic green background, the jar top was held in place by green, silk-covered wire bound four times around the base and top and kept in place by four notches. A very simple silver and black harmonizing label was pasted on the jar, a silver and black booklet was placed opposite, and around these was wrapped a strip of transparent paper through which the

basic green color could penetrate easily. Simple and colorful, this package had all the quality appeal the company desired.

Similar simplicity and colorfulness was put into a smaller cream package, called a traveling tube, selling for 75 cents. This tube, green to tie in with the cream jar, and with a black triangular-shaped cap, was placed in a cardboard container and packed in dozens in counter display stands of harmonizing colors. The tube container, being triangular, was distinctive in shape as well as in color and offered the same quality appeal as the jar. With these packages, the company was ready for marketing.

Introduced Slowly

Consumer introduction was gone at slowly. To determine women's reactions to the new cream, the company did sampling in summer resorts to see just how much interest might be expected. This sampling showed that the cream had wide appeal, for inquiries came from scattered sections of the comtry where women could have learned about the cream only as a result of the demonstrations at resort towns.

Tests were then made in small cities and then in larger ones, demonstrating and sampling going on at the same time that advertising appeared in rotogravure space ranging from one-half to full pages for from two to seven insertions. As a result of these careful tests which covered the United States broadly, Pinaud entered the New York market in January, 1928. After considerable preliminary work among metropolitan dealers, the company introduced the cream in full-page Sunday rotogravure advertising.

In addition to making a very successful debut to consumers with its quality appeal and modern dress, the new cream effectively brought about several changes in Pinaud merchandising. "Previously we had been selling only to department stores, barber supply houses and larger stores," it was pointed out by Mr. Quinn. "Now we found our market expanded so that we began to sell direct to retailers.

"In effect, the new cream pack-

Ma

age increased our distribution not only for itself, but for other Pinaud products. For where heretofore many of the highest grade stores would not handle our hair tonic or toilet water, these same tores were attracted by the Pinaud quality cream package and not only took on the cream, but also took on the toilet water and tonic as well. The net of this was not only (1) widespread outlets for the cream, but also, (2) new outlets for the old products along with, (3) a growing prestige for those products which before had been associated so largely with barber shops."

Having successfully taken the first steps toward rejuvenating and expanding the original Pinaud line and toward bringing back the company's prestige, the new cream with its modern dress was given time to establish itself firmly. Later the second latent product to be developed was shampoo. This, modified in content, was sampled and advertised to greater sales in the footsteps of the cream. Then, about eight months ago, Pinaud's powder made its public bow.

The powder did one thing that the cream had done. That is, it replaced several other similar old-line products. Instead of selling several creams, Pinaud now is featuring the one modernized cream. Similarly, instead of attempting to sell many powder variations, Pinaud had developed one modernized powder—in two types and six colors.

"The problem with powder was to bring it out in a quantity and at a price that would be popular at the same time that newly gained prestige was maintained," says Mr. Quinn. "We handled this effectively by retailing our package at \$2, in keeping with our cream, as we had found from experience that this would bring profitable volume. This was in line with our basic plan of providing a good product in a generous quantity in a lovely package and at a fair price.

"We put the quality appeal into our new package with a material hitherto unused for powder boxes. This was durable and lustrous, like ebony, and the box cap screwed on to prevent spillage. Also, as with the cream, we designed a smaller but striking package, to sell at \$1.

"As a result of experiences in sampling and testing the cream, we had built up mailing lists which were exceedingly helpful in testing the new powder. Using these lists, we were able to get from a wide variety of general and specialized groups of women their preferences as to type and colors of powder. These preferences in part determined our final selections.

"Introduction was made in New York in a local newspaper and rotogravure campaign which we backed with a very striking and practical window display for dealers. This display, in the form of a fan, was extremely flexible, as the fan could be opened either in full or to show just a segment that would fit any size store window.

"As with cream, we used a sample coupon to start the powder off, returns being comparable to those of the cream. Thousands of women applied either directly to us or to local stores for samples.

"With the powder we were able to eliminate many steps that had been necessary in bringing out the cream. Also, we capitalized the prestige and distribution of the cream in introducing the new addition to the line. For, having gained a thoroughly national distribution for cream in retail drug, chain and department stores, and having backed this distribution with fullpage advertising in leading women's magazines, we were able to tie the newest item right in with the older member of the line.

"Our plan was to work out of New York to national distribution for the powder. So in our national advertising on cream we have given space to powder as well. The amount of space devoted to powder in these advertisements has varied from small announcements to—now that we are spreading out with powder distribution—an equal sharing of space in advertisements which tell about cream and powder as a composite beauty treatment. This national advertising we will back with heavy local advertising in certain cities as we get on with our program."

6, 1930

maller at \$1. ices in cream,

which i testthese

from d spetheir colors ces in selec-

New r and

h we g and dealrm of

ole, as her in it that ndow. samer off.

those s of ly to oles. e able

t had ut the d the f the addirained oution n and aving

fullmen's

tie tie

h the

ut of

tribu-

1 our

N1929 SEATTLE'S **NINE GREATEST** ADVERTISI **DOLLARS THUS**



SeattleTimes ... 60..%

Seattle Star ... 224%

Seattle P.I. 17.6%



. . . . A TRIBUTE TO THE SUPERIOR PULLING-POWER OF THE SEATTLE TIMES, AS EXPRESSED BY SEATTLE'S LEADING MERCHANTS NOT ONLY IN 1929 BUT FOR MORE THAN A QUARTER CENTURY

pe Seattle Times

n we r as e dedver-

small t we r disof h tell com-

s naback cerour

Writing Copy from the Outside-In

Why Copy Writers Seldom If Ever Become as Biased as the Manufacturers Whose Products They Write About

By Howard D. Taylor

Copy Chief, Williams & Cunnyngham

A N editor once said to a copy man, "How do you retain the outside point of view?"

He had in mind the thought that after writing copy over a period of years, for a single product, the

copy writer is likely to reach the point where he knows as much about the item as those who make

This being true, the editor felt that there was a danger of the copy writer becoming stale or getting into a rut on account of too close and too long an acquaintance

with the product.

Well—that is just the difference between an editor and a copy writer—or one of the differences.

It has been said that a writer of advertisements is in the word

Nothing could be further from the truth.

It is what you say in an advertisement—not so much how you say it—that brings results.

The editor is in the word business. How he says it, is what makes literature out of ideas.

The copy writer deals in ideas only—writing advertisements is not a literary pursuit.

We don't write to 'em, we talk

To retain the outside viewpoint all that is necessary is to get on the outside before you start.

Once you are there and have established the keynote of the copy from that standpoint, there is no danger of your climbing the fence and getting inside. You have built up a barrier with every advertisement that would make any change in copy policy too obvious and too difficult.

The maker of a kerosene oil cook stove would naturally start with the inside viewpoint. He would tell you about the marvelous burner that produces a blue flame of intense heat. He would tell of

the cleanliness, the absence of odor, the beauty of line and finish, and the economy.

That is copy from the insideout. You can tell that story many times in different words, but it is still the same story.

The copy writer, given the same subject, approaches it in a different way. First, of course, he learns all about the stove. He starts with the same facts that the manufacturer does. Then he asks himself, "Who buys this thing or why doesn't he?" "Where does he live?" "Why should he buy it?" In short, he visualizes his audience. In the case of the oil cook stove, he knows that the person who buys it lives in the country or in a section where there is no gas supply.

He sees a farm woman or one who lives in the outskirts of a city or suburb.

In imagination he tries to put himself in the place of that woman and tries to understand her attitude toward an oil range.

"What does she use now?" he asks, and decides she uses a coal range.

Living the Farm Woman's Life

Then he starts living her life. He sees her making the beds in the morning. Then she dusts upstairs. Now she is coming downstairs dusting the bannister rail as she comes. Then the living room. "My—it's hot!" She looks at the clock on the mantel.

"Goodness gracious, it's eleven o'clock and five hungry farm hands to feed at twelve!"

She opens the kitchen door, a wave of heat strikes her. That coal range has been burning all morning.

Now she has to boom the fire. She shakes it, puts on coal and opens the drafts.

Next thing to do is peel the potatoes. She gets the pan, fills it e-In

I.

of odor, sh, and

insidey many
ut it is
ne same
lifferent
learns
ts with

anufacs himor why e live?" ?" In dience. stove, to buys a secsupply. or one a city

to put woman r atti-

Life r life. eds in ts up-down-rail as room. at the

hands
or, a
That
g all
e fire.
I and

e po-

WE have just closed the March issue with 142 pages.

A gain of 39% over last year.

And it is the third month running we have beaten last year.

Which prompts us to prophesy that American Druggist in 1930 will show—

- 1. A greater percentage in gain than any other magazine in the field—
- 2. Agreater gain in number of pages.

25,000 A. B. C. circulation.



A

AMERICAN DRUGGIST



SPEAKING

NE

THERE'S A MORAL IN THE FACT THAT TWO-THIRDS OF US

STILL PREFER

TOOTHACHES TO **TOOTHBRUSHES**

CTUDY the unsold markets of many products with O country-wide distribution and you will be amazed at the large sections of population on which today's clever advertising leaves no profitable impress.

Proofs are everywhere that educational merchandist is tin ing has a lot of territory to cover before the Nation, as a buying mass, will be able to appreciate and act upon the modernized selling viewpoints on which advertising prides itself.

Of many illustrations, none is more striking than the toothbrush and dentifrice problem. Competing powerfully for present users—about 35% of the population-

till us

Thi roes d raditi prejud up of

people When

nswe

onal buildi which

1930

KING

NE



hese campaigns face the fact that 65% of the people till use no brush or dentifrice at all.

This enigma, encountered by numerous fine products, —
goes deeper than advertising. It involves territorial and
raditional methods of life, inherited and occupational
prejudices, racial and cultural handicaps. It is made—
up of selling objections in the raw. And it can only be
unswered through a better knowledge of people, as
people, and not as centers of population.

When millions of potential customers find nothing peronal and convincing in advertising addressed to them, it is time to put on the Seven League Boots, scale the tall buildings and go out for a studious look at the factors which really control national sales.

With nation-wide facilities for market study, this organization enables advertisers to build better sales on the figure-facts of business.

FRANK PRESBREY COMPANY-

ADVERTISING... WICkersham 8200

247 PARK AVENUE

NEW YORK

with nazed day's

indison, as upon tising

n the oweron—



And what it means -

To Syracuse

 a tremendous improvement — the elimination of railroads crossing streets at grade — and the bringing of a new life to the entire business district.

To Advertisers

 a thirty million dollar addition to an already potentially rich market during the next three years — added purchasing power for automobiles, radios, foods and all kinds of advertised products.

This market of homes is most tharoughly influenced by its time-tested and steadily-growing newspaper — The Post-Standard.



HE POST-STANDARD

Syracuse, N.Y.

PAUL BLOCK, INC. Representatives

New York Chicago Detroit Philadelphia Boston San Francisco

DAILY 61,222 NET PAID

SUNDAY 69,879 NET PAID

"Reaches the Buying Power of Central New York"

Mar.

kitch your fire v own tell I the I omy don't

point N estal worn dutie tivel through in it hom

a 51

to 1

for hot fres O lines trea prej over audi "Yo you

The grathir smoth into less

of he tall poi

put per it im the tis

> me you

with potatoes, and sits down right in front of the stove. And the kitchen is so hot. Well—there's your headline—"You don't need a fire while you peel potatoes."

That is talking to her in her own language. You don't have to tell her that an oil stove helps keep the kitchen cool or that it is economy to put a fire out when you don't need it.

She will see it more quickly if you present it from her own standpoint—from the outside-in.

Now that you have definitely established yourself as a farm woman and have assumed all her duties and worries, it is comparatively easy to continue the series through all the conditions and exigencies of the life you are living in imagination. There are lots of homey, everyday reasons for such a stove. There's the baby's milk to be heated, the quick breakfast for the men, the sudden call for hot water or tea—the evening refreshment.

Of course, economy, pride, cleanliness, absence of odor can all be treated in the same way. Even prejudice against kerosene can be overcome because you know your audience so well. How's this— "You've got to know more than your mother"—so far she is with you. She will surely agree to that. Then you go on in the first paragraph and say that mother used to think kerosene was something that smoked up lamp chimneys, but you know that today kerosene is turned into gas that burns with a smokeless blue flame.

That's enough about oil stoves. And perhaps that is enough to illustrate clearly how a copy writer keeps on the outside of a project.

He performs a paradoxical feat of mental gymnastics by imagining he is the prospective customer, then talking to himself bringing out the points that fit his own case.

To the writer who habitually puts himself in the place of the person whom he is addressing, it would be a distasteful, almost impossible, task to write one of those bombastic dictatorial advertisements which when analyzed means: "Buy it because we tell you to."

The main point is what the article will do rather than why it does it.

In advertising shock absorbers for example we tell the car buyers to "Insist on a Rough Road Ride—Even a Wheelbarrow Rides 'Easy' on a Boulevard." That is a reasonable suggestion and will be acted upon—why tell the public about air vents, replenishing chambers, balanced pistons, when all the motorists want is comfort?

Before deciding upon this keynote of the campaign, the copy writer had to learn all the mechanical features of the instru-

He compared them with other devices by actual demonstrations over rough roads at all speeds and was convinced that the challenge —"Insist on a Rough Road Ride" —would result in a favorable decision.

From the rider's standpoint comfort is linked with safety—wheels holding the road—absence from side-sway and shimmy.

Comfort also indicates economy—saving of tires, axles, chassis, engine and radiator, points which arise from considering the effect rather than the cause—the outside viewpoint rather than the inside.

It is true the writer may run out of ideas today but a ride in a taxicab or a walk down a boulevard will give him some new ideas for tomorrow.

A copy writer who starts from the outside viewpoint stays on the outside because he has established a keynote and a habit of thought that keeps him constantly in the attitude of the buyer rather than the seller.

Appoint Hart-Conway Agency Savutime Devices, Inc., Rochester, N. Y., electrical control devices, and the Grosman Seed Company, Inc., East Rochester, N. Y., have appointed the Hart-Conway Company, Inc., Rochester advertising agency, to direct their advertising accounts. Magazines, newspapers, business papers and direct mail will be used.

Appoints Whitten Agency
The Champion Metal Weatherstrip
Company, Boston, has appointed Edmund S. Whitten, Inc., advertising
agency of that city, to direct its advertising account.

New Uses May Change the Merchandising Map

The Curity Two-Market Plan Shares Results of Wise Market Research

NEW uses almost inevitably result in new users. Create enough new users and you may find it necessary to take an entirely new view of your market. enough new users become enthusiastic about the product for reasons quite foreign to those which have

accounted for the bulk of its sales before the new uses were discovered, their enthusiasm is likely to make radical changes in sales figures, particularly if the product is offered in vari-

ous grades.

The wise manufacturer, of course, does not stop with the creation of a new use. He discovers how important the demand is and how likely it is to be ephe-meral. If he finds that it has every prospect of being permanent, he shapes his merchandising policy to in-

crease it.

The Lewis Manufacturing Co., a division of The Kendall Company, manu-facturer of Curity cheese-cloth, in its recent businesspaper advertising has been capitalizing the development of new uses. Its course of action is an excellent illustration of how an advertiser may follow through based on studies of new

uses, may cause an entirely new view of an organization's mer-

chandising opportunities.

simple product like cheesecloth has more than 100 uses. This fact has been discovered by the company's market research department. The company, in its work with wholesalers and retailers, has emphasized the many uses of its product but it has not been content to let the matter drop at that. More important was to find out what were the most important

uses and to discover if these could be classified broadly into easily handled groups.

By studying retail sales figures, by examining the company's own books and by talks with consumers and retailers the company discovered that there are really two gen-



on new uses and new users In Order to Emphasize the Dual Market Theme and how market research, Trade Advertisements Are Divided into Two Parts

eral classes of uses which require two different types of Curity cheesecloth.

The first class is the dusting, cleaning and polishing use which requires a cheesecloth of open construction, a cheap fabric that can be used a few times and thrown Curity grades 10 and 20 this market. The other away. satisfy this market. class is the general household use of cheesecloth for such purposes as jelly strainers, lettuce bags, cold cream removers, etc.

could easily

gen-

ire

When the Banker's opinion is favorable, you are one step closer to a sale . . .

And we can help whether you are selling bonds, oil burners or whatnots to the bank's customers, or trying to locate good dealers.

4

*The*Burroughs Clearing House

SECOND BOULEVARD AT BURROUGHS AVENUE, DETROIT

quire a finer count cloth which is found in Curity grade 50 or 28 x 24.

Thus the market research department discovered that there are really two markets for cheesecloth and that in order to merchandise the product properly these two must be considered separately.

The company was a pioneer in packaging cheesecloth, and its activities along this line partially revolutionized the selling of a product which, because of its cheapness and its position in the retail store as a staple, had never been really merchandised. Previously, cheesecloth was purely demand merchandise. The Curity package, by offering easily sold units and by bringing cheesecloth off the shelf and onto the counter, did much to promote the sale of the item as a reminder item, as well as a demand item.

It was only natural that the company should see its two market problems as being tied up with the package. Therefore it has created two grades of packaged cheesecloth to satisfy the demands of the two markets it discovered.

Not stopping with the packages, the company developed two counter containers, one for each type of package. Each container holds a dozen packages and each carries a picture showing the uses of the particular grade which it holds.

The next consideration was advertising the idea to the trade. In order to emphasize the dual market theme, the advertisements are divided sharply into two parts. On one side is shown the container for the finer grades; on the other the container for the coarser grades. One advertisement is headed, "The Curity Two Market Selling Method." The copy reads:

Here is an idea, and a method of capitalizing it that will increase your cheesecloth sales. The cheesecloth market is really divided into two sharply defined parts. One covers the personal and kitchen uses, for which the finer weave cheesecloth is necessary. The other covers general cleaning, dusting and polishing uses for the car and home, for which the lower count, open weave cheesecloth is more suitable. Curity furnishes a method of covering both these with a separate and

distinct package and display for each. The display on the left, for the finer weaves, holds 9-inch or 18-inch packages. One dozen 9-inch packages of open weave cheeseloth are shipped in the carton on the right, which becomes a display when opened as shown. You are not taking full advantage of existing cheesecloth markets unless you have both of these displays on your counter. Write to your jobber or to us for yours today.

The advertisements are in color. The plan was announced to the company's salesmen at the annual sales convention and they were given a portfolio showing the cooperative selling and advertising plan for wholesalers. This plan comprises the companies of the compa

comprises: (1) Promotional work by the company's salesmen. This includes talks by the company's salesmen with wholesale salesmen. Special missionary men are provided to travel in wholesalers' territories. under specific direction of wholesalers wherever possible. Following this intensive drive the company plans to put into the hands of the regular salesmen, working the jobber's territory, all necessary information regarding territorial conditions so that detail work can be carried on throughout the year. This entire supervised personal selling plan is tied up with an impersonal advertising and promotion campaign.

(2) Promotional program to support detail selling. This comprises special letters, some of them illustrated; sent out under the Jobber's name to the trade. Two of these go out before the retailer is visited, two afterward.

(3) Promotion to jobber salesmen. This consists of letters under the jobber's name sent to his own salesmen. Several of these are illustrated.

(4) Layouts for wholesalers' catalog pages.

(5) Layouts for catalog advertisements and pages for salesmen's price books.

(6) Package enclosures and jobber carton labels.

In addition, the portfolio outlined the two-market idea, charted the company's plan and gave other information concerning helps for jobbers and retailers. for for

nch oth the

ing ive

olor, the nual vere

ing

the

nen

to ies.

the de.

he

he en.

all

kil m

p d

to

n

8

THOROUGH COVERAGE AWAITS-

Advertisers desirous of testing the merits of their products.

A quality item backed by a well-planned advertising campaign is assured consumer acceptance in Dayton-Ohio's Test Market, when the advertising activities are concentrated in The Dayton Daily News-Ohio's Test Medium.

READ IN 87% OF DAYTON'S HOMES

THE

DAYTON DAILY NEWS

Member The News League of Ohio REPRESENTED BY
I. A. KLEIN, INC.
MEW YORK
CHICAGO
ST. LOUIS
KANSAS CITY

Member 100,000 Group of American Cities

HUGHLETT HOLLYDAY, JR., National Advertising Manager

Fit your



Booklet Sizes to the Warren CHART and save money

YOUR booklet and someone else's may not differ much in size. Perhaps only a fraction of an inch each way. Yet one of them cost a lot more to print than the other.

Why? Just because that fraction of an inch made one booklet a non-standard size. Specialsize paper and special envelopes had to be made. The job required special checking and handling all through the printing plant.

Your printer doesn't make money on these special operations. But he has to charge you

> for them. They're part of the overhead that odd-size jobs always entail. And they certainly do come high!

Why not avoid this extra cost? It's easy enough to do. And the quality of your mailing pieces won't suffer a bit.

S. D. WARREN



Just new Mai size size

the han Wh

size

dun

velo

It star

C

ard

5, 1930

cial-

opes

nired

g all

ake

era-

you

t of

-size

they

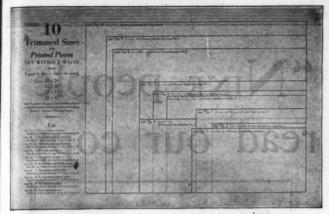
ex-

ugh

y of

on't

N



The actual size of this chart is 11" x 17"

Just ask your printer for the new Warren Chart of Sizes for Mailing Pieces. It carries actualsize diagrams of mailing piece sizes — plenty for all practical needs. There's a swatch of envelopes, too, showing sizes that fit each mailing piece.

Keep the Chart right under the glass on your desk. It's a handy size—only 11" x 17". When you want to get out a booklet or folder, just select the size you need—and have your dummy cut to fit.

That dummy will be standard.

It will fit Warren standard envelopes.

It will cut without waste from stand-

ard-size paper sheets.

And those sheets fit standard presses—no waste press area.

No waste time, either. Standard sheets and envelopes are always on hand at the paper merchant's. Your printer can get them at a moment's notice. He's not held up by slow delivery. And he can give his whole time to turning out a really fine job of printing for you.

Ask your printer for one of these Charts. Keep it handy where you can use it. It will save lots of trouble in planning mailing pieces—and you'll be

> helping your printer to save your money. If he can't supply you with a chart, write direct to us.



COMPANY, 89 Broad St., Boston, Massachusetts

"Nine people read our copy"

Editor

Child Life

Dear Editor:

Child Life surely keeps my youngsters busy doing interesting and useful things...

After I read each issue through to them, we pass it along to the neighbors. *

In all, nine people read our copy of Child Life every month...

Mrs. K. New York City

* 663/3% of the readers lend Child Life to other families

CHILD LIFE

Rand McNally & Company, Publishers
CHICAGO

Т

The tising and production of the consultant

come back

in the

NEW

sumer in the result part and a sues, tribut through

Ses \$500,0 month list wasing rotograpages will ladver

Zee

The Curtain Rises on Zee and Zalo

These Two New Bathroom Tissues Are Ready for Their Debut

THIS month will witness the first appearance on the advertising circuit of the team of Zee and Zalo, two new trade-marked products.

If Zee and Zalo do not meet with consumer approval, it will be no fault of theirs, they feel, for they come with months of research in back of them. An intensive study in the paper field, a survey of con-

Company, Division of Crown Zellerbach Corporation of San Francisco and New York. They are coined names which embody the qualities of brevity and hardness of sound, making them easy to remember. Both Zee and Zalo have been dressed in wrappers of a modern colorful style in brilliant cerise and colorful jade. The object is to have them fit in with the



NEW Fluffed BATHROOM TISSUES

Zet is a self-inny diame don sing self-in empassed with any similar of you're ever baught before? In given y me over dates than you asself get the proxy yet it is assembly fine a you're before? In a dispersion of any interfered. But it is suffered. In the control of the control of the ten as it work unfaid namefully. The C.

E 64.0 is a fine, other shape then ye een longile at any print. Est a shape the arrow print frame the arrow print frame the arrow fine and other shape then are the print of the arrow that the matter on the arrow the arrow than the arrow of the arrow of



One of the Color Spreads Introducing Zee and Zalo

sumer wants, and added features in the nature of design and color in their wrappings have been the result of a determination on the part of the manufacturers of Zee and Zalo, two new bathroom tissues, to establish a national distribution and acceptance for them through an intensive advertising campaign.

Beginning in March, almost \$500,000 will be spent in the nine months remaining in this year in a list which includes seven magazines, using full-color, two-page soreads, rotogravure and black-and-white pages. The consumer advertising will be featured in business-paper advertising to develop outlets.

advertising to develop outlets.

Zee and Zalo are manufactured
by the National Paper Products

present vogue for color and design and also for the added display value these wrappers will give the products on the dealer's shelf. Both rolls have an added feature which is being stressed in both consumer and trade advertising—a sanitary inner wrapper which completely encases the roll. Still another feature, designed to insure recognition of Zee and Zalo wherever they are seen, is the embossing of the trade name on the third sheet of each roll.

The distinction between the two rolls is this: Zee, the ivory tissue, is to be sold at 10 cents a roll and will contain 750 sheets. Zalo, a white tissue, will be sold at two rolls for a quarter, single roll 15 cents, and will contain 1,000 sheets.

Mar.

Following the study of paper, preliminary to manufacture of the products, it was decided to use a pure sulphite paper. A fluffing process, rendering the paper softer and more absorbent, has also been adopted and this quality is receiving prominent space in the adver-tising. The erection of mills and the selection of timber have all been arranged to guarantee a uni-

form supply. Distribution of Zee and Zalo will be carried out in the spirit of the modern trend of hand-to-mouth buying. No inside price for large orders will be allowed but a standard price will be maintained all the way through. The company is not at present pushing any car lots, but is filling orders as small as ten cases. This is in accordance the idea of avoiding a loading-up policy and because the demand for these tissues is taking all that the Zee and Zalo mills can supply. will reach the public through grocery, drug, department and hardware stores.

Appoint Strang & Prosser The Northern Pacific Railway is plan-

The Northern Pacific Railway is planning an advertising campaign to increase passenger travel on that road. West Coast newspapers and magazines will be used in the campaign which will be directed by the Strang & Prosser Advertising Agency, Seattle.

This agency has also been appointed to direct the advertising account of the Rubenstein Fresh Egg Noodle Company, Seattle, which is introducing a new product. Newspapers and outdoor advertising will be used.

vertising will be used.

D. S. Sacks Starts New Business at New York

David S. Sacks, for several years a member of the advertising staff of the Fairchild Publications, New York, has established an advertising business of his own at that city under the name of the Sacks Advertising Company. The new company will specialize in direct-mail advertising. mail advertising.

Appoints Condon Company

The United States Mutual Savings Bank, Tacoma, Wash., has appointed The Condon Company, Inc., advertising agency of that city, to direct its advertising account.

Wise Shoes to Grey Agency Wise Shoes, Inc., New York, has ap-pointed the Grey Advertising Service, Inc., advertising agency of that city, to direct its advertising account.

New Accounts for Milwaukee Agency

The advertising account of the Bastian-Blessing Company, Chicago, manufacturer of welding equipment, has been placed with The Cramer-Krasselt Company, Milwaukee advertising agency. A campaign using business-paper and direct-mail advertising is planned.

The Fuller-Warren Company, Milwaukee, manufacturer of cook stoves, and the Everhot Heater Company, Descript makes of automatic gas-fired water

troit, maker of automatic gas-fired water heaters, have also appointed the Cramer-Krasselt agency to direct their advertising accounts.

J. E. Gill with "Wisconsin Agriculturist and Farmer"

J. E. Gill, for six years advertising manager of Pierce's Farm Weeklies, Des Moines, Iowa, has been elected to the board of directors and made vice-president of the Wisconsin Farm Company, Racine, Wis., publisher; of the Wisconsin Agriculturist and Farmer. He will direct the advertising department of that publication.

Elected by Addison Vars Agency

Fred W. Kendall, Jr., formerly vice-president, has been made first vice-pres-ident of Addison Vars, Inc., advertising agency. D. C. Warman, formerly an account executive, has been made vice-

Duralith, Ltd., to Ronalds Agency

Duralith, Ltd., plastic wall finishes, has appointed the Ronalds Advertising Agency, Ltd., Montreal, to direct its advertising account. Newspaness papers will be used. Newspapers and busi-

A. A. Freeman with Russell Manufacturing

Albert Freeman, formerly with the Hickok Manufacturing Company, Inc., Rochester, N. Y., has joined The Russell Manufacturing Company, Middle-town, Conn., as sales manager.

Joins Milwaukee Printing Company

Holbert S. Hoard, formerly with Hoard's Dairyman, Fort Atkinson, Wis., has joined the sales department of the Wetzel Printing Company, Mil-

New Account to Lesan Agency

Pierce, Butler & Pierce, New York, makers of radiators and boilers, have placed their advertising account with the H. E. Lesan Company, New York advertising agency. Newspapers, trade papers and class magazines will be used.

, 1930

ukee

the manhas asselt gency. and Miltoves, Dewater

amer-

sin

klies, d to vice-Comthe

vice-

sing an vice-

S

hes, sing adousi-

ell

the nc., lusdle-

on, ent

cy rk, ive ith

de

IN THE HEATOF

PARTISANSHIP



In the heat of partisanship, ideas and institutions grow and thrive—as do also the keen perceptions of the people who participate. • The FORUM induces an active, vigorous taking of sides on public questions, and puts people in the energetic frame of mind that enables them to get the best out of the advertisements they are reading.

111

FORUM

Edited by Henry Goddard Leach 441 Lexington Avenue, New York City

Improving the Questionnaire

THE ALL-YEAR CLUB OF SOUTHERN CALIFORNIA

Los Angeles, Calif.
Editor of PRINTERS' INK:

Editor of PRINTERS' INE:

I am studying the questionnaire problem to see how our returns on questionnaires can be made even greater. We secured a 19 per cent return on a 9,000 mailing last year and 14 per cent the year before. While an average return is understood to be 10 per cent. I want to improve our showing if possible.

If you have any summarized pointers which you have published on questionnaires, I would appreciate a copy.

ciate a copy.

Don Thomas, Executive Secretary.

A N excellent series of articles has recently been published in PRINTERS' INK on questionnaires. Every phase of questionnaire work is taken up from the method of wording the questionnaire right down to analyzing and tabulating

the results. It is our belief that a careful reading of these articles will be very helpful to anyone who is working with questionnaires or who is contemplating the use of a questionnaire. For the information of our readers the titles of these articles and the dates of issues and page numbers on which they will be found are listed following:

"Compiling the Report of a Market Survey," January 9, 1930, p. 110.
"The Technique of Interviewing," Part 1, December 26, 1929, p. 44.
"The Technique of Interviewing," Part 2, January 2, 1930, p. 80.
"The Swivel-Chair Research Man," Part 1, December 12, 1929, p. 76.
"The Swivel-Chair Research Man," Part 2, December 19, 1929, p. 150.
"Purpose and Scope in a Market Survey," December 5, 1929, p. 155.
"When You Plan a Market Survey," November 28, 1929, p. 84.

For those who would like to go further into the experiences of manufacturers and other business organizations with questionnaires, we have prepared a report listing forty-nine additional references that have appeared in PRINTERS' INK MONTHLY. These articles deal with the technique of preparing questionnaires and the actual use of question-

naires that have been sent to consumers, jobbers, dealers, and to salesmen. Copies of the list are available and will be sent to any readers who would like it.-[Ed. PRINTERS' INK.

Automatic Door Account to Porter-Eastman

The Automatic Door Corporation, Owensboro, Ky., has appointed the Porter-Eastman Company, Chicago advertising agency, to direct its advertising account. A national sales and advertising campaign is being inaugurated on an automatic mechanically operated door for private garages, which, by the weight of the car, opens and closes without the driver leaving his seat. Magazines, newspapers, business publications and direct mail will be used. Automatic Door Corporation,

"Banker & Tradesman" Starts New Edition

The Banker & Tradesman, Boston Mass., has started a new edition covering the Central and Western section of Massachusetts. This publication has opened an office at Springfield, Mass., in charge of Joseph H. Danner, formerly with the F. W. Dodge Company, Boston. The new edition will carry the regular features of the former single edition and will specialize in building and construction news in that section of the State. of the State.

Changes on Staff of Radio and Aviation Publications

E. M. Bacon, formerly Eastern advertising manager of Radio Engineering, New York, has been appointed advertising director of Aviation Engineering, also of that city.

L. C. Tobin, for the last eight years advertising manager of Radio Broadcast, Garden City, N. Y., succeeds Mr. Bacon as Eastern advertising manager of Radio Engineering.

Appoints Arthur R. Mogge Agency

The Fredericks Armature Corporation, Chicago, has placed its advertising account with Arthur R. Mogge, Inc., advertising agency of that city. Business publications and direct mail will be used to advertise the company's automotive replacement generators, armatures and field coile.

Tiny Tot Shoe Account to Hart-Conway

The Tiny Tot Shoe Corporation, Rochester, N. Y., infants' shoes, has appointed the Hart-Conway Company, Inc. advertising agency of that city, to direct its advertising account. Magazines, newspapers, business papers and direct mail will be used.

1030

t are any

to ation. the tising ertisrated y the with-lagations arts eton overn of has has ass., for-

the ngle ding

and

ver-

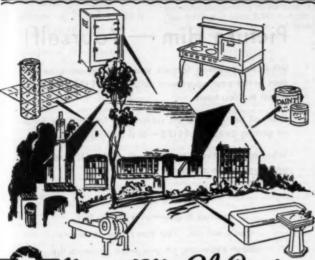
ver-

ears

Mr. ger

e on,

acadess sed



Are planning a home



SHALL it be Early American ... or modern style? Of brick, stone, stucco, shingles or siding? Kitchen finished in tile, or enamel? Electric refrigeration? ... what kind? Electric range, or gas? Oil heat or steam?" (So many details to decide. So much room for suggestions and practical advice. So much help that advertisers are able to give. (All day long Mrs. P. I. Reader's mind is absorbed in planning and purchssing. She and her husband—who reads the morning paper, too—are interested in every advertisement of real educational value in helping to plan that home. (Reach these people through the only paper that covers the all day market ... Seattle's only morning paper . . . the Post-Intelligencer.



A quality newspaper and with the largest circulation in the State of Washington!

Picture Him — Yourself!

When the postman forgets you just one week or the man in the next apartment swipes your LIFE, we hear about it. You howl.

From all our records, the advertising fraternity is fond of getting its copy of LIFE—and getting it regular.

What are you like? Have a look at the LIFE reader's picture—in the mirror:

You like your three
squares a day—every day. But
that's not all. You don't like to worry
about expenses, so you work to keep the
wolf a safe distance from the door. But you
also have your pet luxuries that lift existence into
pleasant living. You like to drive a good car,
play at a good club, and have good friends
and a place to entertain them. That costs
money. You are willing to pay for
all this ... And you like

LIFE

That is a fair picture of the LIFE reader in any profession. That is your mirrored picture of the public you reach by advertising in LIFE.

LIFE

Job

Mar. 6

as I truck cannot raphy, even own bearin The

> selecti So her's chiefly simply ness s or me and I the h driver more enoug sentat delive good new suffici and : talk i

> > and ment be h figur havin He \$30 t gets sales He Som

at of cery kind

He

hard,

and jobb are ing capi

into

6, 1930

The Wagon lobber-a New Factor in Distribution

(Continued from page 20) as I have indicated, one of the truck jobber's chief problems. cannot be solved in a day, for geography, climate, local conditions, and even the growth of the jobber's own distributing machine, have a bearing on the question.

The other leading problem is the selection of personnel.

So long as the small truck jobber's two or three drivers were chiefly order-takers, matters were simply handled, but when his business grew to the point where fifty or more trucks were in operation and new lines were being added, the hiring and training of good driver-salesmen became a much more complicated affair. It is not enough for a truck jobber's representative to be a good driver and delivery man; he must also be a good salesman, able to introduce a new line whenever necessary and sufficiently versed in advertising and merchandising to be able to talk intelligently with any retailer.

He must also be willing to work hard, making from forty to fifty calls a day of ten hours, making new contacts as often as possible, and keeping an eye on develop-ments along his route. He must be honest, have a good head for figures, and be adaptable, besides having a good personality.

He is paid a salary ranging from \$30 to \$50 a week, and sometimes gets an extra commission on total sales or a bonus for new customers.

He comes from various sources. Sometimes he has been a specialty man or regular jobber's salesman; at other times he has been a gro-cery clerk or store owner. Some kind of experience in the grocery trade is considered highly neces-

There is no lack of men willing and even eager to get into truck jobbing, but of course ideal types are not plentiful. One great drawing card is the fact that no large capital is necessary for launching into business on one's own account. Not long ago a manufacturer seeking new distributors advertised for men having at least \$800 in capital. The response was quick and large. This was the advertisement:

OPPORTUNITY
For Man with \$800.00
THIS AD will appeal only to a
man who knows the grocery business. He may now be a clerk in a
grocery; he may be operating his
own grocery; he may be employed
by a wholesale grocer; or perhaps
he is now selling grocery specialties
from an auto truck on a cash basis.
We can show a man of this type
how he can be in business for himself profitably, selling to grocers a
fast-turning line of diversified food
products from his own auto truck
(the \$800.00 represents his truck investment and necessary working capvestment and necessary working capital). The products he will sell are nationally distributed. One of them dominates its field.

dominates its field.

If you are working along any of
the above lines, and you want to
improve your position, we want to
talk with you. Please write full
particulars of financial responsibility, sales experience, and what your
acquaintance has been with the
grocery trade during the past five

vears.

The number of inquiries received indicates that truck jobbing has an appeal for a wide variety of men. Not many trades are left in which a beginning can be made with capital as low as \$800, and with unemployment on the increase in some sections, no doubt applicants will become numerous.

VII

A third problem has to do with getting volume of business while keeping operating costs low. Sales of \$800 per week per truck are considered good, though some distributors seem able to make a profit on a gross volume of \$500. More successful ones average \$1,000 and more per week for each truck. Gross profits reported range from 11 to 14 per cent.

The lines carried must offer at least 25 per cent margin, though some distributors contend this is not large enough to cover operating

costs and profits.

Operating costs are figured at \$1 per hour. If not more than two calls can be made per hour, the cost of each call is estimated at 50 cents, and the driver-salesman is instructed to aim at a sale which will cover this. Some truck men will not accept orders for less than a \$3 total.

Costs per mile of operation range from 6 cents to 15 cents, and a good driver-salesman will cover 500 miles or more per week.

The ideal route is that which shows the most good accounts or prospects within the shortest distance of the base. Long hauls between calls enhance costs and increase the liability of mechanical trouble. Truck jobbing is not a rural proposition, but an urban and suburban one, and it thrives best where stores and towns are close together. A jobber seldom likes to send his trucks out more than fifty or sixty miles from his base.

Warehousing seldom causes any difficulty as shipments are received from manufacturers as often as wanted and are soon loaded into the

The truck jobber's aim is to have his men make as many calls per day as possible; for forty a day may make a profit, whereas fewer might put him in the red. Forty calls per day means an average of four per hour in a ten-hour day, and this means that the driversalesman must work swiftly and intensively over a carefully chosen

With all this, he must not work hastily or superficially, because it is important that he be friendly and helpful to his dealers, and be aware of their individual problems. As a rule, he is the only contact man and has sole jurisdiction over his route. Jobbers employing many trucks and men, however, have found it useful to engage supervisors, who are ready to rectify difficulties and do sales and promotional work that the driversalesman has no time for.

In some cases salesmen from the office assist drivers, working with them over new and difficult routes, or taking over from them the solution of some special or knotty problem. For example, one of the largest truck jobbers in the East, traveling sixty-seven trucks out of Washington, D. C., employs three salesmen to assist his drivers.

Occasionally special problems



Out go the mails with "PUNCH"—"PUNCH" that everyone is waiting for, "PUNCH" that all English-speaking people respect as they respect their own flag . . . "PUNCH" with your advertisements in it. Back come the orders, orders from every corner of the world, for people who read "PUNCH" trust what is advertised in it. And out go the boats again with goods, your goods, selling to wider and wider markets, building trade and prosperity for your country! Trade, more trade, comes of advertising in "PUNCH." We can prove it! Write to Marion Jean Lyon, Advertisement Manager, "PUNCH," 80, Fleet Street, London, E.C. 4, Eng.

ADVERTISE IN

PUNCH TO BUILD A WORLD TRADE

1930

day,

and

vork

it is

As man his any

pertify

rer-

the

vith tes.

oluobthe ast, of

ree ms

INDUSTRY

A wide diversity of profitable industry means fewer peaks and valleys, more steady prosperity.

+ AGRICULTURE

Not poor, one-crop farmers, but contented prosperous farmers through diversified farming within short haul of their own market.

A Rich Market in York County Pennsylvania

A trading territory covered completely and intensively by

THE YORK, PA. GAZETTE AND DAILY

We urge you to investigate.

HOWLAND & HOWLAND

National Representatives

NEW YORK 393 Seventh Ave. CHICAGO 360 N. Michigan Ave.

Good Copy

An advertisement which offers service—

which is attractive enough to be noticed—

inviting enough to be read and convincing enough to be remembered—

will benefit both public and advertiser.

HAWLEY ADVERTISING COMPANY

Inc.

95 MADISON AVE. NEW YORK CITY arise in connection with chain stores. There was a time when chain managers had no precedent for dealing with truck jobbers, but being in the market for their goods, especially fresh country produce, they made their own individual arrangements. The supervisors, when they came around, disliked this practice, and new arrangements had to be made by which either the managers, with the supervisors' consent, were authorized to deal with truck men direct or orders were placed through headquarters offices. The bulk of business is done on a strictly cash basis, but exceptions are sometimes made in the case of chain stores and well-rated dealers.

VIII

The modern type of truck jobbing is still young, and many questions will doubtless arise as it grows and becomes more complicated. Just now there is much enthusiasm about it, and as new men crowd into it, there will probably be witnessed the usual phenomena associated with mushroom growth.

Now, while there are comparatively few truck men in the field, dealers even in thick territories see only a few per day. But with the growth of competition, a situation may arise under which a welllocated dealer may be visited by as many as twenty or twenty-five driver-salesmen daily. In such cases a struggle will probably ensue which will eliminate all the weaker distributors, and there will remain only the strong and well-financed companies which will doubtless in the course of time merge and found some kind of national distributing system covering great areas and perhaps extending from coast to coast.

Also, as competition waxes, the present cash basis will probably give way to a credit system, which will introduce another complicated factor. At present, no one can say what the future of truck jobbing is, for the reason that it has only a short history and is creating its own precedents as it goes along.

There can be no question that truck jobbers have found a definite Long Beach

one of the

FASTEST GROWING

CITIES IN AMERICA

with a population of

160,000

EVER INCREASING
INDUSTRIAL
IMPORTANCE

withal ...

Long Beach

is the trading center of an exceedingly prosperous area with a population of more than a quarter million—with a buying power in excess of \$200,000,000.00 yearly.

COVERAGE and RESULTS

GO HAND-IN-HAND * * *

In Your Advertising Campaigns Don't Overlook

4> The 41

Press Telegram

LONG BEACH, CALIFORNIA

chain when

when ecedent rs, but their ountry vn in-

superd, disw arle by th the athorn di-

rough ilk of cash etimes stores

jobquesas it mplih enmen bably mena owth.

parafield, s see the ation welly as -five such

such nsue aker nain nced s in and dis-

the ably aich ated say

its hat nite

nly

An advertising agency should neither strut nor cringe

EXPBCT little from an advertising agency that will not deign to heed your views. Your money is being spent. Your business is being represented to the reading—and the listening—public.

But don't assume too much authority if you would get the best. Do not close your mind. They are always dubious victories that take spirit and enthusiasm out of an advertisement. The Roche agency maintains amiable relations with the firms it serves because it looks upon them with respect—and because it is as interested as they are in the productivity of each advertisement.

Substantial earnings enable it to attract leading talent to its doors—and to place a notably successful principal in command of what it does for even its most unpretentious advertiser.

Roche

ADVERTISING COMPANY

The Twenty-Sixth Floor of the Straus Building

CHICAGO

New York

Buffalo

niche distrib sible panies ard E Foods Pheni enced truck Ma

lets a method in talk distriction is busined the or pense clusive tablis is always credit one's

one's
Ste
goods
deale
ment
handi
cash
lines
coin.
carry
ray
thick

thick be e stror take prod work area too cred Ai distr

beformus
as t
new
char
selli
ally

truc geth Dis qua org 6, 1030

niche for themselves in the general distribution scheme, and it is possible that some of the big companies and mergers, such as Standard Brands, General Foods, Best Foods, Gold Dust, and Kraft-Phenix Cheese, have been influenced by their success to go into truck distribution on a large scale.

Manufacturers seeking new outlets and a more rapid distributing method would be wrong, however, in taking it for granted that truck distribution will solve all distribution problems. If they go into the business themselves, they will find the outlay considerable and the expenses large; and if they give exclusive territorial contracts to established truck distributors, there is always the question of pay and credit, and the proper pushing of one's own line.

Store-door delivery of fresh goods is unquestionably a help to dealers, but the system of settlement on the spot imposes its own handican by burdening the dealer's cash till and limiting him to the lines on which he can pay in hard coin. Thus he may find it hard to carry a full and representative array of diversified goods.

Auto distributors working in thickly settled communities may be expected to grow larger and stronger, but they naturally can take on only so many lines of products, while other distributors, working thin and widely separated areas, or expanding their service too rapidly, are not such good credit risks.

Any manufacturer contemplating distribution by auto would do well to make a thorough investigation before taking any decided step and must look well into the future, for, as the system develops, a host of new selling, advertising, and merchandising problems may arise, as selling and delivery become virtually the same function.

IX

A number of the Middle-Western truck distributors are banded together in The Wagon Men's Distributing Association, with head-quarters at Chicago. It was organized on June 18, 1927, on the

Edison:

Does our average letter cost 50° and will the facility of direct dictation cut that cost in half?

59

It will be simple to prove this. And it will amaze you to learn the high price you are paying for twice-written letters—once in a note book, once on the typewriter.

Let us prove this. Telephone "The Ediphone," your City, or ask us for the book, "An Easy Way to Chart Your Correspondence."



our task . . .

art to the business of selling more goods by making them more attractive and following throughout from the visualization to the finished advertisement—all in coordination with the client's ideas.

olis

and associates

Artists · Visualizers · Stylists

18 East 48th Street New York, N. Y. farm of Fred Becker, Hinkley Heights, Ohio, where about twenty-flive truck jobbers from Cleveland and nearby points attended. Mr. Becker was president of the Pfaffmen Egg Noodle Company, an organization then operating eight trucks in Cleveland and the surrounding territory. The first national convention brought about 100 distributors together, and the second one saw 250 present, according to figures supplied by the association's head office.

The present membership is 291,

operating 2,104 trucks.

3

To summarize, it seems evident that the truck jobber will not displace the specialty man, because his lines are seldom backed by such heavy advertising and he lacks the time adequately to assist dealers with their individual merchandising and advertising problems; and he will relieve rather than injure the wholesaler, because he deals best in perishables and cannot always profitably handle staples.

But he enjoys an advantage over both the specialty house and the wholesaler in his intimate and repeated contacts with the trade. Specialty and wholesale salesmen can get around once in so often, while the truck man sees his dealers once or twice every week, and sometimes daily. The distribution of goods in the past has usually been organized from the top down; the truck jobber builds his scheme from the bottom up—that is, by starting from the point of sale.

The auto distributor enjoys an-

other advantage in doing business for cash; but that does not alter the growing dealer's need for credit. Rapid turnover is desirable, but certain essential goods are by their nature not subject to rapid turnover.

The truck jobber's method is short, sharp, and stacatto; the regular jobber's way necessarily proceeds by a slower tempo. The truck jobber is the Finnegan of modern business (off again, on again, gone again), and as such he has earned an undoubted place for himself. Now where will be go from here?

"More
ight
es surabout
nd the
ccordc assoto me"

writes



H. J. Freeburg, Secretary-Treasurer of The Early-Freeburg Company of Memphis, Tenn.

Here is a part of his letter:

"It really is a shame that we have not written you before now to express our appreciation and the great good that the writer, as well as the balance of our organization get out of The Inland Printer.

"I want to compliment you especially on the magazine that you are getting out since you assumed editorial charge. It is more interesting than ever to me and we all look forward to its arrival every month. I particularly like the typographic score-board features that you have been running from month to month, as it is a true barometer of the trend in advertising typography."

The readers of The Inland Printer constitute the best market in the industry for machinery, equipment, paper and general supplies.

Here, also, is a market for plant equipment such as is installed in all modern factories.

Inland Printer readers pay the highest subscription price in the field to get this magazine, and are both inclined and financially able to keep their plants modern.

THE INLAND PRINTER



330 So. Wells St., Chicago, Ill. New York Office: One East 42nd Street



vident t disse his such ts the calers lising

d he

s 291,

. 6, 1030

Hinkley twenty.

over the re-

iten, lealand tion ally wn; eme by

anless lter for ble, by pid

eghe of on he



Your Advertising at the Point of Sale with a DENNEY ADVERTAG

Make it easy for people to identify your product and know why it is better, with the use of Denney Advertags.

These little sales makers can do a big job for you at an extremely low cost.

Write us for complete information on how you can get an Advertag designed for your business.

The Denney Tag Co. West Chester, Pa.

Denney also makes Production, Shipping and Marking Tags

New York Club Makes "Onto-Washington" Appointments

Various activities in connection with

Various activities in connection with making arrangements for the annual convention of the Advertising Federation of America at Washington in 80 far as these concern the participation of the Advertising Club of New York, will be directed by the following committee chairmen: Publicity, D. Morris-Jones: transportation, John A. Zellers and hotels, Harold Stonier.

John A. Wilkens is general chairman of the "On-to-Washington" committee of which the following also are members: H. B. LeQuatte, Karl M. Mann, Jack C. Creaver, Earle L. Townsend, Edwin A. Sutphin, F. St. John Richards, Colver Gordon, Henry Obermeyer, Frank LeRoy Blanchard, Herbert S. Waters, Edwin A. Shank, Lawrence J. Engel, John Clvde Oswald, Dan A. Carroll, A. R. Edie, W. D. M. Simmons, Earle Pearson and Chalmers L. Pancoast.

Wants a National Holiday to Digest Material

THE JAMES FISHER COMPANY, LTD. ADVERTISING

MONTERAL, FEB. 28, 1930.

Editor of PRINTERS' INC:

We acknowledge with thanks your letter of February 24, giving us references to articles dealing with the problem we have in midlem we have in mind.

lem we have in mind.

You have given us such a wealth of
material that I am afraid we will have
to declare a national holiday in order to
digest it. Seriously, though, we do appreciate the amount of material you
have referred us to, and feel sure we
will find what we are looking for.

FRANK WRIGHT,

Accitant Manager.

Assistant Manager.

Wrigley Reports Profits

Wrigiey Keports Fronts
The net profits of the Wm. Wrigley,
Jr., Company, Chicago, before deduction
of expenses, depreciation and taxes,
amounted to \$23,561,523 for the year
ended December 31, 1929. Selling, general and administrative expenses eral and administrative expenses amounted to \$9,564,285. Net profits for the year, after deduction for all charges and Federal taxes, were \$11,608,708.

Northwest Campaign for Gilmore Oil

The Gilmore Oil Company, Ltd., maker of Blue-Green gasoline, is planning an advertising campaign using newspaper and radio advertising in the Pacific Northwest. The Los Angeles office of the Botsford-Constantine Company, advertising agency, is handling this campaign. this campaign.

Appoints Emil Brisacher & Staff

McDonnell & Company, San Francisco, investment banking bouse, has placed its advertising account with Emil Brisacher & Staff, San Francisco advertising agency.

NICHE Aterm defi

HOOD IND

Mar. 6,

The us

on bo mazin ackage The an and its Like th "Indus of steri aging, cost, O Execut divisio and fit

metho prove Manui of any through

mation

"Onments on with unal conation of far as

NICHENDOM Alarm defining the

ATTENDOM
Altern defining the surket renethed by rood INDUSTRIES

How Good .

The usual remark—when reaching for a creamy bon bon or a crisp chocolate-covered nut? And how mazing that such delicious candy in such attractive packages can be purchased at such moderate prices. The answer, of course, lies in the modern candy factory

and its highly mechanized methods of production.

Like the many other food product plants that comprise

"Industrial Kitchendom," modern candy factories are big users

of sterilizing, mixing, filtering, cooking, refrigerating, pack
uging, conveying, and all other equipment for reducing the

cost, or improving the quality of America's food supply.

Executives who plan or control production in all of these various divisions of "Industrial Kitchendom" read FOOD INDUSTRIES—and find in its editorial and advertising columns the latest information regarding improved methods and machinery. Very often a method or machine developed in one type of food product plant will prove even more valuable in some others.

Manufacturers of materials or equipment for use in the manufacture of any food product can reach these production executives effectively through the advertising pages of

FOODINDUSTRIES

A McGraw-Hill Publication

TENTH AVENUE at 36th ST., NEW YORK

far as
of the
will be
mmittee
s-Jones;
s and
sairman
ittee of
mbers:
lack C.

6, 1930

win A. Colver LeRoy Edwin John A. R. Pear-

y to

30. your

th of have er to apyou we

rley, tion xes, year gennses for rges

td., aning the ofmng

its er

lanti estin of t

offer nied of t

one seen poin

> which port likel enth 0 pop whi Bal lear

of

pre

with thei the its safe prin Me ope Sta line ver ning

it t

pre out

con clai spe ver

a c spe

WO

tha

cen

for COI

wi

The San Francisco Chronicle

in 1929 Gained in Total Advertising 846,832 lines

The Chronicle Gained in

LOCAL DISPLAY .			483,574	lines
NATIONAL DISPLAY			379,554	65
FINANCIAL DISPLAY	a		224,476	**
CLASSIFIED			64,106	66

The CHRONICLE in 1929 led all other San Francisco newspapers in the following classes of quality advertising as shown by the figures below:

				CHRONICLE Lines	Second Newspaper Lines
Financial				1,330,252	885,080
Insurance			9	21,812	3,136
Publications				179,130	78,176
Resorts				121,324	60,102
Schools and	Coll	eges		98,014	88,746
Travel .				457,744	443,814

The CHRONICLE'S average net paid circulation, as shown by A. B. C. Statement for the six months ended September 30, 1929, was

94,629 Daily 158,078 Sunday

National Advertising Representatives WILLIAMS, LAWRENCE & CRESMER CO.

285 Madison Ave. New York

360 N. Michigan Ave. Chicago

Pacific Coast R. J. BIDWELL CO.

742 Market St. San Francisco

Times Bldg. Los Angeles

Stuart Bldg. Seattle

Have They Swiped Your Big Selling Argument?

Then Read How One Company Is Building Up Others

THE recent importance and the widespread publicity which has been given to speed in trans-Atlantic crossings has raised an interesting advertising problem. What of the companies who could not offer maximum speed and were denied this favorite sales argument

of the moment? At least one of these companies has seen fit to consider other points in regard to fast travel which are often just as important to some people and likely to be neglected in the enthusiasm of the moment.

One of the increasingly popular temptations to travel is the improving comfort which one can enjoy. Baltimore & Ohio Railway learned, through many years of experience, that people preferred to get to a place without being jerked from their seats or thrown around the cars, and so advertised to its passengers that, next to safety, comfort was prime consideration of the road. Now the International Mercantile Marine Company, operator of White Star, Red Star and Atlantic Transport liners, in a forthcoming advertising campaign, is planning to feature speed, which it believes is the style trend in trans-Atlantic steamship preference, but is pointing out that comfort is the main

consideration. It proposes to claim for its ships comfortable speed, vibrationless speed. The advertisements tend indirectly to draw a comparison between this smooth speed and that of its competitors.

The appeal is going mainly to women because it has been found that 62 per cent of the travelers on its trans-Atlantic lines, and 75 per cent on cruises are women. Therefore, the copy is designed to sell comfort and price to the ladies.

Newspapers in forty-five cities will be used from the first of

March to June and class magazines for the same period of time. Once a week 420 and 290 line space will be used in newspapers, and full pages in magazines once a month.

pages in magazines once a month.

The first advertisements in the campaign will call attention to the advisability of getting the facts

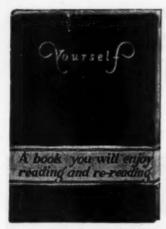


Comfort Will Be Featured in This Year's International Mercantile Marine Company Steamship Advertising

about travel before deciding on which steamship line to go. The copy then tells of the joys of sailing on vibrationless steamers which have plenty of room for trunks, handbags and for entertaining, and, as a second argument, stresses the low rates which can be had on such boats.

The first newspaper advertisement reads in part as follows:

YOUR COMFORT Comes First That's why we insist upon vibrationless speed—speed that you are



By DAVID H. COLCORD

Author of "Bigger Returns from Sales Literature," "Sales Managers Who Have Hung On and Won," "Closing the Sale," "How Do You Feel About It?" Formerly Editorial Director, Dartnell Corporation, new President David H. Coloord, Incorporated, advertising

F you want to hold a mirror up to your innermost self-discover your innate STREMGTH
and weakness—round this remarkable message.
It will stimulate you to the greatest offort of
your life.
I you may descriped, it will
immediately insist on every salesman's
reading it. You will give it to your wite and
children. Its "FIRE" will increase your earning capacity many fold. JUST MAIL COUPON-WE WILL SEND IT ON 10 DAYS'
FREE APPROVAL!

"Greatest Book of the Year!

and bester than 'The Message to Garola',"
writes a prominent sales executive. "Bend
us 50 mere to supply additional requests."

Stationers Loose Leaf Company. "Best thing
ufacturing Company, These
dered for all their salesment: Chicago Portrait Company, Northwestern Mutual Life,
Connecticut Mutual Life, Cutex Company,
American Crayon Company, Mayag Intermountain Company, State Bond and Mortgage
Company, Maicolimson Coal Company, W. 'A.
Sheaffer Pen Company, and many others.

You can road "YOURSELF" in Aftern minutes—then you will WEAR IT OUT! Just send coupen. No obligation. Reep it sen days and rolum it, or retain it at \$1.50 a copy plus postage. Special low prices in quantities for alleanen and after employees. Used extensively for birthday sits, sales conformens and

19 DAYS' FREE APPROVAL Haskell & Oberlin Company. Publishers, 954 Adams-Franklin Building, Chicago, Illinois.

proval.	Quote	prices	in	quantities.	F 700	ap
Firm 3	lame			********	****	

Firm	Nam	ø.	8	*	*	*	*	*	*	*	*	*	*	٠			*	٠		*		*	×	×	,
Four !																									
Addres	w		*	,			×				×		,	*					*						,
City														a	'n	ai.	le				*				,

hardly conscious of-that lands you rested and refreshed,

Staterooms, too, are large, airy, amply proportioned—part of a deliberate plan to make every day aboard our ships a day of genuine ease and relaxation.

The first advertisement in the magazines shows passengers lounging around at their leisure and has a heading: "Such smooth sailing." It then goes on to explain:

Smooth, vibrationless sailing, so characteristic of all I.M.M. Liners, is just one thing that makes each moment on board so enjoyable. Coffee in the lounge . . on the Majestic, world's largest ship; Olympic, Homeric or Belgenland . is a del'ghtful affair, always colored by romance.

Life is a composite of magical oments. Brilliant social events moments. moments. Brilliant social events.
. deck sports . . fine cuisine
. . and, when the day is done
such attractive staterooms spacious, comfortable, truly livable.

The campaign is being run during the season when people are considering their summer vacations and traveling plans, and will take up, in turn, the various ways in which a modern passenger can get comfort and health from a voyage.

The whole campaign is so designed that it will not seem to knock a competitor. It will, instead, make an honest effort to shed a favorable light upon the other uses of a product or service.

Death of B. J. Curtin

Bert J. Curtin, of the Western advertising staff of True Story at Chicago, and for a number of years connected with the advertising representative business at that city, died at Chicago recently. He had been with the Western offices of Redbook Magasine and Good Housekeeping, prior to joining True Story. Story.

R. B. Harrison Joins Boston Publisher

R. Bernard Harrison, formerly production manager of Nelson, Duncan & Harlow, Boston advertising agency, has been appointed advertising manager of Hale, Cushman & Flint, Inc., book and art publisher of that city.

Sears, Roebuck Transfers F. R. Lamb

F. R. Lamb has been appointed manager of the Philadelphia district of Sears, Roebuck & Company. He has been with Sears, Roebuck for five years.

far. 6, 19

Service in ever

Throug develo mark t delive

> Throug every any si drawin Every

proof mania or par ness, same

A Me call a





1930

you iry,

day

the oung-

has

ers, nch ble. the

ip;

lys

cal

ine

ne le.

dur-

con-

and up, nich

om-

de-

to in-

hed

her

go, ted isireern bod

n

& as

OW-TO EVERY MANUFACTURER WHO "TRADE MARKS" HIS MERCHANDISE-

A NEW SERVICE THAT CREATES SALES!

E steps into your office with assurance . . . for with the Meyercord representative enters the arts of a hundred men in the Meyercord Service Department—the skill of a hundred specialists, long experienced in every detail of effective identification.

Through Meyercord service, every phase of your identification program is developed by technical experts, from the original designing of your trademark to its appearance wherever your product is sold, delivered or dispensed.



MEYERCORD TRANSFERS

WE WANT THIS MAN!

He is a copywriter with broad agency experience in national accounts. His style is free, but stresses fact more than fancy. He can come to us on short notice. To such a man, able to demonstrate his capability, a liberal salary will be paid.

A large A. A. A. A. agency in New York is inserting this advertisement. The members of its copy staff are aware of this invitation and will welcome a writer of the calibre described. All communications will be held in strict confidence. Write. giving pertinent details of experience. "H," Box 205, Printers' Ink.

"Wild Oats in Advertising"

You Cannot Sow Them, Colby M Chester Tells New York Men chants, Without Reaping Unwan ranted Harvests. Francis | Sisson Talks Before Same Grow on Advertising's Status.

IF an advertiser sows wild or in his advertising he will rea a crop of "tarnished reputation an a crop of "tarnished reputation an lessening sales volume," Colby M Chester, Jr., president of the General Foods Corporation, told luncheon meeting of the Member Council of the Merchants Association of New York last week.

Drawing an analogy from the control of the Member for the food of the Member for the food of the Member for the food of the food of

fact that the fame of an individual may derive, in part, from a combination of propitious circumstances, Mr. Chester opened his address with the thought that advertising came upon the American scene to find its own stage set-

ting already in place.
"It is to be doubted," he said "if advertising could have become the powerful factor it is in our industrial life if it had been born in any other period in the world's history. Certain it is that so far as the United States is concerned advertising had to await the creation of a national unity. It could not fit into the scheme of things until the United States ceased to be a group of isolated communities widely differing in their interests, needs and points of view.
The birth of modern advertising had to await the real birth of the nation, which accompanied the removal of sectional prejudices and the development of adequate means of transportation. It had to await too, the decay of the handicraft period of industrial history and the opening of the marvelous era of mechanical invention culminating in the age of mass production."
Mr. Chester traced the origin of

the problem of mass distribution and the application of advertising as an aid toward the problem's

"Today," he said. "a silent salet-man visits every American home: Superinten. he is invited into the family circle; Plant Engi

en in the

Superinten

olby 1 k Mer Unwar ncis I Grou

ld oat Il rea on an lby M e Ger told ember ssocia ۲.

m the vidua

com-

d hi at aderica

e setsaid ecome

our

born

orld's

o far rned. стеа-

could hings

d to nuni-

nter-

riew.

ising

the re

and

eans

vait raft

and era

nat-on." of

ing

ly the name is fictitious



WHEATLY will have greater and more varied responsibilities in his new job as plant engineer of a soap plant than he had in his former position as superintendent of a plant manufac-turing explosives. But, while he has changed positions his profession remains the same. What men like Wheatly actually change (and this is important to sales managers) are the methods and equipment of the manufacturers who employ them. It was a Chemical Engineer, like Wheatly, who solved a baffling production problem in a sheet steel mill by adopting the continuous production method used by a paper mill.

It is such movements of men in the Process Industries that proves the unity of the Process Industries. All of the plants have a common interest in processes and equipment.

Advertisers who are using "Chem & Met" little consideration to this moving around. They have found out that these men pay to have "Chem & Met" follow them wherever they go. The sales path may be a winding one on the map but it's a STRAIGHT LINE through the advertising pages of

Wheatly's employment record shows clearly the movement of ion nen in the Process Industries.

m's Superintendent Coal-Tar Products
Ast'l Superintendent Synthetic Phenol
Superintendent Explosives esne: le: Plant Engineer

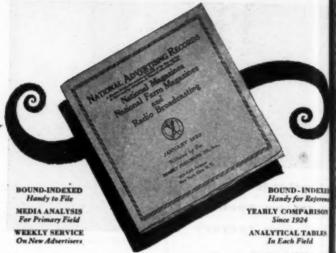
Electrochemicals Coal-Tar Products Fine Chemicals

Chemical & Metallurgical Engineering

A McGraw-Hill Publication

Tenth Avenue at 36th Street New York, N. Y.

e tells



SELLING - is the major problem of our time, and ADVERTISING is its hand maiden. The Sales Strategy and Advertising Policy of each national advertiser unfold before your eyes month by month, if you are a subscriber to

THE NATIONAL ADVERTISING RECORDS

The primary media field is accurately and thoroughly checked for you month by month

General Magazine Field, Farm Field, Radiocasting

These are the Primary Media and show you the scope and consumer approach of your competitors for public favor. The strength and weakness of each publication is accurately plotted for you in each given field.

No ADVERTISER, AGENCY or PUBLISHER can afford to be without the

NATIONAL ADVERTISING RECORDS

Confer today with our nearest office and have them shown to you. Special Reports Compiled on Application.

The COST is small, the SERVICE is great!

NATIONAL REGISTER PUBLISHING CO. NEW YORK, N. Y .- Sole Sales Agent

345 Fifth Avenue, New York 7 Water Street, Boston

140 South Dearborn Street, Chicago Russ Building, San Francisco Chamber of Commerce Building, Los Angeles

udience nces th e ables nd sup ales tal onder fu n execut Of the e head is: "TI dvertisi istenceonent o hat some ied: no t perfec comings again tha price. he lowes ing cont has mad we must of the pr "It sti that ther we were waste it suppose suggest competiti lown. brand have fail moral u in indust

"Adve build sa hood fo people; i being th time. It If it is has said characte able ass that bus will, is industry. searchin who seel to the products

ŧ

dress, presiden Compan rector o tion of importa

are mer Previo

e tells his story to an attentive udience in short, convincing senences that have been prepared by he ablest writers in the nation, and supplements this convincing ales talk by pictorial exhibits,

n execution."

DEXE ejeren

RISON

BLES

ind

egy ın-

e a

DS

ng

of

ely

en

u.

d

Of the criticisms of advertising, he head of General Foods said his: "There are many who decry dvertising-its intrusion-its inistence—its blatancy. No pro-onent of advertising will deny hat some of this criticism is justiied: no real friend will claim for t perfection; but its very shortcomings only serve to emphasize again that all progress demands its price. And when we place even the lowest appraisal on the outstandng contribution that advertising has made to industrial progress, we must admit the reasonableness of the price. .

"It still remains true, however, that there is substantial waste. If we were to indict anything for this waste it would be competition. I suppose it would be heretical to suggest that at some distant date competition can be safely cut down. Those who would instantly brand this idea as ultra-radical have failed to appreciate the great moral uplift that has taken place

in industry. . . .

"Advertising does more build sales and provide a livelihood for many millions of our people; it is not alone content with being the master salesman of all time. It builds reputations as well. If it is true, as Mr. Otto Kahn has said, that reputation based on character is a man's most serviceable asset, then it is equally true that business reputation, or goodwill, is our most valuable asset in industry. Advertising throws the searching light of publicity on all who seek her aid. If you proclaim to the world the merits of your products, see to it that your claims are merited."

Previous to Mr. Chester's address, Francis H. Sisson, vice-president of the Guaranty Trust Company of New York and a director of the Advertising Federation of America, had stressed the importance of advertising as a

Introducing.

A NEW KIND OF BUSINESS OR-GANIZATION WHOSE CHIEF AIM IS TO ASSIST OTHER BUSINESS ORGANIZATIONS IN SELECTING CAPABLE AND EFFICIENT PERSONNEL

HERE is a new type of effi-

HERE is a new type of effi-ciency service which, like accounting and efficiency engi-neering, is able to save you large sums of money yearly. Whether you want an office boy for fifteen or twenty dollars a week, or an executive for fif-teen or twenty thousand a year, the American Guild of Graph-closists. Inc. will salest the best

the American Guild of Graph-ologists, Inc., will select the best man possible to fill the job. Write for information con-cerning the service of the Amer-ican Guild of Graphologists, Inc. You may be able to in-crease the efficiency of your organization many times and save thousands of dollars in actual money.

The American Guild of Graphologists, Inc.

15 Fifth Avenue

Magazine For Sale

An opportunity is offered to acquire an excellent magazine which lends itself to quick development into a very successful property. It occupies its field exclusively. It is now subscribed for by practically every family of social and financial prominence in New York. It has recently been called by a very prominent subscriber, "The most important magazine in New York." Because of other interests the publishers will sell the magazine outright or take a financial interest in a new company with resources sufficient to develop it properly. Address, "Publisher," Box 60, Printers' Ink.

Now Available!

PRODUCTION MANAGER of Proven Ability

Is now available, due to reorganization of a well-known New York agency.... Nine years' experience in every phase of production. Has a most thorough understanding of art, engraving, typography and printing. Is willing to go out of town.

Box G-206-P. I.



stimulant to business progress an as a road to new wealth. Defining the purpose of advertising for the Merchants Association, he declared its aim to be "to educate the public as to who you are, what you are, where you are and what you are, where you are and what you have to offer in service, ideas or commodities. The only one was should not advertise," he stated "is the man who has nothing to sell."

"Advertising," he further pointed out, "must be raised to a science. The science of advertising is the science of psychology and the science of psychology is the science of the heart.

"There never was a time when we should use advertising more," Mr. Sisson declared. "It has demonstrated its value; it needs no defense. It is not Lazarus begging crumbs at the table of Dives. It is Dives himself, surrounded with luxury—and suffering only occasionally from acute indigestion."

Appoints Baltimore Agency

H. Ernest Conwell, Milton, Del, grower of Old English Boxwood, has appointed the Emery Advertising Company, Inc., Baltimore, to direct his of vertising account. Magazines, direct mail and newspapers will be used.

The Del-Mar-Var Boat Company, Middletown, Del., Speedcraft motor boats, has also appointed the Emery agency to direct its advertising account.

Merge as Terry Tebault-Haugen, Inc.

The Ad-Craft Agency and Terry Tebault, Inc., both of Portland, Oreg, have merged as Terry Tebault-Haugen, Inc. C. W. Terry Tebault is president. Oscar S. Haugen is secretary-treasurer. C. C. Crow, publisher of Crow's Pacific Coast Lumber Digest, is vice-president.

L. S. Williams Joins Sweeney & James

Lewis S. Williams, assistant secretary-manager of the Cleveland Adverting Club and editor of the club's publication, has resigned to join The Sweeney & James Company, Cleveland advertising agency.

J. W. Reed, Vice-President, Van Allen Agency

John W. Reed has been elected vicepresident of The Van Allen Company, Chicago advertising agency. He will continue as director of copy and vicechairman of the plan board. Se

music native U. S.

The unive gene want produ

> quali adve U. S. famil news vertis has nativ

For eight ground and foreign

To

verti

VAN

ess and efining for the

e de ate the at you at you

eas or e who stated, ing to

ointed

ience

is the

When

ore,

dem-

gging

with oc-

ion."

ncy

Del.

Coms adlirect

pany, noter

mery ount.

-

erry reg., gen, lent.

cific

ney

tis-

ub

l the

Selling Radio To Musical America

The foreign-born people of this country buy more musical instruments than the same income groups of the native white population. This fact was established by the U. S. Department of Commerce in one of its regional market surveys.

Their love for music is realized now in radio—the most universal musical instrument. But, endorsing the radio in general, they are extremely critical toward it; they do not want merely the volume of sounds—but the quality of reproduction and style in appearance.

It is only natural that they expect to hear about your quality products in their native tongue. In analyzing the advertising media of the Philadelphia marketing area the U. S. Department of Commerce found out that in many families the foreign language newspapers are the only newspapers read. And still further: "Therefore, an advertisement for commodities to be sold to a foreign group has an especial appeal when effectively written in their native tongue."

To write these "effective advertisements" is our regular service for manufacturers and their advertising agents.

For the past twelve years the Advertising Agencies Foreign Language Service has made a study of these foreign groups and is in a position to select the appropriate media and write advertising copy that would be productive in foreign markets of the United States and Canada.

We are at present handling the foreign language advertising of some thirty of the largest national advertisers.

Advertising Agencies Foreign Bungunge Service Inc.

545 FIFTH AVENUE NEW YORK

VANDERBILT 5234 ANDREW LE MASSENA, President. LEO KIESLER, Secretary-Treasurer.

Mar. 6,

New Accounts for McConnell & Fergusson

The American Steel Products Company, Macomb, Ill., manufacturer of poultry and farm equipment, has appointed the Toronto office of McConnell & Fergusson, Ltd., advertising agency, to direct its Canadian General Insurance

The Canadian devertising.
The Canadian General Insurance
Company and the Toronto Casualty Insurance Company, both with headquarters at Toronto, have also placed their
advertising accounts with the Toronto
office of McConneil & Fergusson. Financial and insurance publications will be

W. E. Chollar Advanced by Remington Cash Register

W. E. Chollar, for the last several years general purchasing agent of the Remington Cash Register Company, Ilion, N. Y., has been appointed vice-president and general manager. He has been with the Remington company for the last fourteen years and was recently made a vice-president of the Remington Arms Company, of which Remington Cash Register is a subsidiary.

Death of Ross Munro

Ross Munro, an executive of the Toronto office of Lord & Thomas and Logan, Inc., died recently. He had been, at one time, managing editor of the Ottawa, Ont. Free Prest. In 1927 he joined the William Findlay Company, Ltd., Toronto advertising agency, continuing as a member of the staff of Lord & Thomas and Jesse, Je & Thomas and Logan, Inc., when it absorbed the Findlay company.

Joins Robinson, Lightfoot

Russell Mitcheltree, formerly vice-president and copy chief of Street & Finney, Inc., New York advertising agency, has joined the staff of Robinagency, has joined the stan or soon, Lightfoot & Company, Inc., advertising agency, also of that city. He will also and contact work.

Transferred by Campbell-Ewald

R. C. Francis is now in charge of copy and production of the Los Angeles office of the Campbell-Ewald Company, advertising agency. He formerly was with the Detroit and Chicago offices of that agency.

With Smith, Sturgis & Moore Sergi Klibansky, formerly master of leider singing at Stern Conservatory, Berlin, and the Chicago Musical College,

has been appointed musical counselor to J. W. O'Mahoney, director of the radio department of Smith, Sturgis & Moore, Inc., New York advertising agency.

The Wisconsin Bankshares Corpora-tion has appointed the Dyer-Enzinger Company, Inc., Milwaukee advertising agency, to direct its advertising account.

Pennsylvania Papers Return Publicity in Special Envelope

A drive against free publicity heen started by 224 daily and week newspapers which are members of Pennsylvania Newspaper Publishers against the control of t sociation by using a standard gree striped envelope of varying sizes to turn all press agent material to the manufacturer paying for having it se

This campaign to convince the man facturer that his money for free spa is being wasted will last sixty day for the most part, the name of the newspaper returning the material stamped on the outside of the gree striped envelopes and each one contain a pulsave reading.

striped envelopes and each one contain an enclosure reading:
"The material in this envelope; being sent to you by (nam of paper) because there is no room; our news columns for it.
"If you will look over this material."

"If you will look over this material for the preparation of which you has paid considerable money, you will real ize that it is not news and therefore the control of the c

Purchase Pompeian Company from Colgate-Palmolive-Peet

The Pompeian Company has been burchased from the Colgate-Palmoliv purchased from the Colgate-ramoner Peet Company by a group of individuals consisting of: F. M. Shoemaker, Guy S. Shoemaker, Clayton S. Shoemaker, and M. Holmes Shoemaker, al executives of The Frostilla Compan. Elmira, N. Y., and Harold F. Ritchie, president of Harold F. Ritchie & Com-

president of the pany, Inc.
Harold F. Ritchie is pres'dent of the newly purchased company and F. M. Shoemaker is chairman of the board other officers are: James H. Anderson, vice-president and treasurer; C. S. Shoemaker, executive vice-president; Guy S. Shoemaker, secretary and assistant of the president of the maker, executive vice-president; Guy S. Shoemaker, excretary and assistant treasurer, and Charles M. Henning, controller. Directors are Hans Schmidt. Jr., Edward H. Letchworth and Herbert H. Klein. H. Holmes Shoemaker is production manager.

Offices of the company will be at New York, Elmira, N. Y., and Toronto. The sales of Pompeian products in al countries will be handled by the Ritchie organizations.

J. K. Yoder Joins Paris & Peart

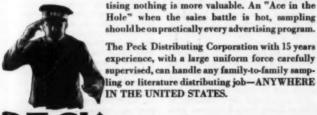
J. K. Yoder, at one time director of advertising and publicity for the city of Miami, has joined the staff of Paris & Peart, New York advertising agency. He was also, at one time, secretary of the Federal Trade Commission.

an ACE THE HOLE that takes the

campaign out of a HOLE Many advertising campaigns have been launched with consummate skill, powerful layouts, and compelling copy only to land upon the rocks of inadequate distribution. Experience has proven that sampling forces distribution ... gets results by getting the product into the home which means getting it used. With the product tried and tested at the point of buying contact. your advertising does a double job doubly well,

> creating a renewed friendly interest in the reader and dominating in remembrance value. Moreover, confidence in your product is built and, even more important, habit for your merchandise is formulated. As an adjunct to publication adver-

> should be on practically every advertising program. The Peck Distributing Corporation with 15 years experience, with a large uniform force carefully supervised, can handle any family-to-family sampling or literature distributing job-ANYWHERE



any

eart

ISTRIBUTING CORPORATION

271 Madison Avenue, New York Telephone: CALedonia 0545

Branches in Brooklyn and Newark

RINTERS'

A JOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC. Publishers.

OPPICE: 185 MADISON AVENUE, NEW YORK CITY, TELEPHONE: ASHLAND6500, President and Secretary, J. I. Romer, Vice-President, R. W. I.Awarner, Treasurer, David Marcub. Sales Manager, Douglas Taylor.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager. 87 Walton Street,

Atlanta Office: 87 W. GBO, M. KOMN, Manager. St. Louis Office: 915 Olive Street, A. D. McKinney, Manager.

Pacific Coast: M. C. Mogensen, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00. Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor ROBERT W. PALMER, Managing Editor ROY DICKINSON, Associate Editor BERNARD A. GRIMES, News Editor

BDITORIAL STAPP
CP. Russell
Andrew M. Howe
ittle Eldridge Peterson
Don Masson
Rexford Daniels C. B. Larrabee E. B. Weiss Arthur H. Little Thomas F. Walsh H. W. Marks Allen Dow

A. H. Deute, Special Contributor Chicago: G. A. Nichols Frederic Read Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, MARCH 6, 1930

Advertise Advertising to Dealers!

An official of a large automobile organization told us the other day

the amount of money his company expects to invest in advertising during 1930; it represented an increase of more than a million dollars over last year's outlay. And then he informed us, in a rather worried way, that the information was con-Would we be good fidential. enough not to print the figures?

We would and are. Nobody is going to learn from PRINTERS' INK how much this company's advertising will cost-even though it would be inspiring and instructive reading for those who adhere to the paradoxical doctrine that with the increase of selling resistance the advertising designed to cut through it should be smaller instead of

But we mention the automobile manufacturer's strange request for secrecy (and similar requests have been made of us by others) so that we can bring out the cause behind

"We are afraid to publish these figures," he said, "because our dealers would probably think we were spending too much! Last year we almost had an insurrection on our hands when we told about the millions of dollars that were going into advertising. Many dealers sug-gested that if we had so much money to spend we would do far better to use some of it in making possible a lower laid down cost for them."

The company gets around the ridiculous dilemma by telling, in its dealer prospectuses, of a minimum projected advertising cost seems more in keeping with the retail view of the fitness of things. And then quietly, and almost surreptitiously, it proceeds to spend a couple of millions more.

What an unthinkable mix-up! Here is a great company reduced to the anomalous, almost ignominious, extremity of helping its dealers by stealth. It slips in a few more drops of the business-creating force when the dealer is not looking; and he, childlike, does not know he is getting a full dose. The good is done insofar as the creation of salability for the automobile is concerned; the right kind of advertising works regardless of whether people think it works. But the company is given only part credit in the mind of the dealer for the really good job it is accom-plishing in his behalf.

This is a somewhat radical, although by no means an isolated, example of the deplorable consequences that come from the lack of advertising-mindedness on the part of retailers. When dealers have to be cajoled, and almost deceived, into support of an advertising program, it is evident that manufacturers have yet a great deal to learn about selling. vertising, as such, should be advertised to dealers.

There is an increasing need for this very thing.

Mar. 6, Clean fron

In mittee Standar Nationa Inc., is fortuna against

PRIN many y moveme must co try. St is likely be brou dorseme Reform other h implies not in those w reform.

Durir have wi of sent advertis has been with hi come a ous me unethic quite w law, is, evasion tisers a bridled, -the c very lif Becau

recogniz the tain increasi them h cleaned asked: it?" and The ! mittee i question

the wil groups operate not onl legal bu the pos the mo formed tion.

Form

1930

bile

ave

that

nind

iese

our

we

ear

the

ing

ug-

uch

far

ing

for

the

its

um

hat the

gs.

UF-

l a

ip!

ced

ni-

al-

ew

at-

tor

ot

se.

he

to-

nd

of

ut

irt

or

n-

ıl-

d,

e-

ck

ne

rs

e-

r-

at

at

1-

r-

r

from the
Inside

Inside

Matter an Advertising Ethics and Standards to co-operate with the National Better Business Bureau,

National Better Business Bureau, Inc., is a most hopeful sign of a fortunate conclusion of the battle against unethical advertising. PRINTERS' INK has held for

PRINTERS' INK has held for many years that the most effective movements to reform advertising must come from within the industry. Such reform is voluntary and is likely to be lasting since it can be brought about only with the endorsement of the industry's leaders. Reform from the outside, on the other hand, is not voluntary and implies that the industry itself is not in sympathy with the aims of those who would bring about the reform.

During the last few years, we have witnessed an amazing growth of sentiment against the tainted advertiser. The out-and-out fraud has been brought under control and with his submergence it has become apparent that the most serious menace to advertising is the unethical advertiser who, keeping quite within the strict letter of the law, is, nevertheless, using trickery, evasion and deceit. If such advertisers are allowed to continue unbridled, only one result is possible -the credibility of advertising, its very life blood, will be destroyed.

Because leaders in advertising recognized the truth of this fact the tainted advertisers have become increasingly unpopular. A few of them have seen their error and cleaned up. More of them have asked: "What can you do about it?" and continued their practices.

The formation of the joint committee is a decisive answer to their question. Representing, as it does, the willingness of nine important groups within the industry to cooperate in every way to eliminate not only illegal practices but also legal but unethical practices, it has the possibilities of being one of the most important groups yet formed to clean up a nasty situation.

Formation of the committee,

however, does not assure complete success. The hardest part of the task is still to be accomplished and it will be accomplished only by the courageous maintenance of a united front by the co-operating group, which is representative of advertisers, agents and mediums. PRINTERS' INK believes that these groups are strong enough and jealous enough of the good name of advertising to maintain solidarity in the face of the battles and discouragements which are bound to come.

Before Diver- To a greater extent than we realsification. ize. we humans Be Sure! are charmed by words. Let us encounter a new word, a word that rolls pleasingly on the tongue, a word that comes to us with good references from its former employers, and particularly a word that, in speech, seems to shadow forth a quality of learning or of keen intelligence, and straightway we take that word, not merely into our vocabularies, but into our behavior. Thus it was with efficiency, and thus with psy-chology. And now we have diversification.

The word sounds scientific. Its reputation—particularly the reputation it acquired in agriculture—is above reproach. Impressed as by a new discovery, many business men have enlisted the word and the idea in their business enterprises. But, as is revealed in Roy Dickinson's article, "Diversification—Safeguard or Mistake" in Printers' INK Monthly for March, business diversification is not nearly as simple a process as some of its more enthusiastic proponents would

have us believe.

In general, we might set up the principle that diversification is safe for a concern that is big and financially strong, for an enterprise that can afford to experiment, and that before he deversifies, the smaller manufacturer would do well to scrutinize his present product and his present methods of merchandising, to the end that he may find details of policy and procedure that can be improved. Yet not even the big concern, as has been brought

to light in our investigation of the subject, can always afford to do its experimenting in the open marketplace.

As a matter of fact, diversification, so-called, is rather often a forced expedient—forced by changes in the buying habits of the And no manufacturer whose faculties include even a modicum of foresight will commit himself openly to a new product until he is sure that the old one

is doomed.

Thus, two big companies that recently have brought out new products are "singing low" about the innovations. Said one: "Our oldline product is still our major ac-While it may go by the board sometime in the future, it's still a big business. It still holds huge potentialities. And if the new product interferes in the slightest degree with our realizing those potentialities in our old line, then the new product will be shelved within a week.'

Said the other: "While most of the experts and observers have agreed that the industry in which we have been engaged is passing, we're not so sure. Information that we have gathered leads us to believe that the industry's undoubted recession may be due to general conditions, and that the recession will end when conditions change. We are diversifying cau-

tiously-and quietly.'

Here, indeed, is a situation decidedly delicate. It is well for the ship of business to carry lifeboats, but poor seamanship for the skip-per to order, "Abandon ship!" until he is sure that his craft is sinking.

Advertising One of the fun-damental services of advertising is employment to widen the effectiveness of distribution so as to heighten the buying power of the public. Another service of advertising has been to increase the purchasing power of workers by aiding in the more effective marketing of the products they make.

C. O. Nybladh, of the J. Horace Lytle Company, advertising agency of Dayton, reminding us that many articles have appeared in PRINTERS' INK showing the close relation be-

tween advertising and steady employment, makes the following constructive suggestion. Since purchasing power of the worker is cut to the bone when he is unemployed, advertising men should take a more direct interest in helping work out the unemployment tangle. Especially in local, seasonal unemployment, often due to the lack of an effective marketing idea, could men trained in advertising and distribution be effective.

In many cities where commissions are being appointed to study the local situation and search for causes, advertising men could help considerably. It would be a good idea, we believe, for any city to enlist the help of advertising brains.

National Safety Council Forms Employees' Publication Section

The Employees' Publication Section of the National Safety Council has been formed as an organization of editors of employees' publications in the United

formed as an organization of editors of employees' publications in the United States. A regional meeting of the organization will be held at the Hotel Sherman, Chicago, on April 25.

Speakers and their subjects will be: H. J. Taylor, vice-president, Jewel Tea Company, Inc., "The Employees' Magazine and the Management"; H. F. Harrington, Medill School of Journalism, Northwestern University, "An Outsider Looks at Employees' Magazines," and J. L. Frazier, editor of the Island Printer, "Improving the Appearance of Our Magazines."

Yale Building to Honor Memory of Britton Hadden

A building to house the Yale University Daily News will be erected near the University as a memorial to Britton Hadden, an alumnus and former news editor and founder of Time, New York, who died last year. Funds for the building, which will cost \$150,000, will be provided as follows: The Hadden family, \$50,000; Henry R. Luce, partner of Mr. Hadden in Time, \$25,000, and an alumni committee, headed by Edward S. Harkness, will provide the remainder.

Appoints Reach Agency

The Superior Resistor Corporation, Newark, N. J., has appointed Chas. Dallas Reach, advertising agency of that city, to direct its advertising account. Business papers and direct mail will be used.

With McConnell & Fergusson

E. L. Chicanot, formerly with the Canadian Pacific Railway Company, has joined the Montreal staff of McConnell & Fergusson, Ltd., advertising agency.

Newell-Emmett Company

Advertising . Merchandising Counsel

40 BAST 34TH STREET NEW YORK

FOUNDED in the belief that reputation would follow a concentration of effort in serving with extra thoroughness the individual requirements of a limited number of advertisers.

Ten busy years have justified that belief, while the gradual development of personnel is making possible a slowly increasing list of clients.

"NOT HOW MUCH, BUT HOW WELL"

for help good y to ains.

eting lver-

tive.

tudy

purer is nemnould helpment seane to

tion
on of
been
rs of
nited
e orHotel

Tea
fagaHarlism,
sider
and
sland
se of

en iverthe itton news fork, uildl be famer of l an d S.

has. of acmail

the has nell ncy.

Advertising Club News

Calkins Contrasts European-American Advertising

The like-mindedness of Americans makes this an ideal country both for advertising and manufacturing on a gigantic scale, Earnest Elmo Calkins makes vertising and vertising and scale, told members of the Advertising Club of Los Angeles at a recent meeting. man in Maine and California are the same type of consumer," he pointed out, "whereas two Frenchmen living next door to each other might be, and usually are, entirely different. Ours is a national market. A Frenchmen would door to each other might be, and ubdainy are, entirely different. Ours is a national market. A Frenchman would rather be the head of a very small business of his own. They are not connected to the control of the cont structed to be vice-presidents.

"The American works for short hours, high pay. The European works because he likes it—and it is his business. Europe is a country of individual producers—from cheese to locomotives." Speaking of advertising appeal to Europeans, Mr. Calkins said: "Our message and our copy must be produced from a careful study of the psychology of those people. Especially must we eliminate American slang, which, when translated, might not mean a thing to the Frenchman or German."

Mr. Calkins also dwelt on the function of advertising in establishing good-will especially where foreign trade is concerned.

cerned.

New York Club Reports Profitable Year

The annual report of the Advertising Club of New York, covering the year ended December 31, 1929, shows a net profit of \$10,445. These profits remain after a deduction of \$39,481 for mort-gage interest, taxes, depreciation and insurance.

House expenses amounted to \$26,034, heat, light and power totaled \$12,956. Administration charges amounted to \$78,708, including dues of \$4,007 paid to the International Advertising Asso-

ciation.

ciation.

Departmental operations for the year resulted in a net loss of \$57.78. The sale of cigars and cigarettes yielded a profit of \$41. There also was a profit of \$436 from pool and billiards. The restaurant had operating expenses of \$139,139, covering food and help for \$9,529 meals served during the year. The net profit per meal was 2.7 cents, amounting to a net profit of \$2,407 for this department.

"Advertising Club News" for 1929 had a net loss of \$3,353. Sale of space amounted to \$32,108. Wages and other expenses incidental to this activity amounted to \$35,462.

In accordance with the usual pol-

amounted to \$55,40c.
In accordance with the usual policy, none of the departments was charged a proportionate abare of overhead expense, such as light, beat, mortgage interest, taxes, insurance and de-

preciation.

H. R. Swartz, treasurer, reports a continuation of the policy of providing liberal reserves for depreciation, obso-

lescence, repairs and renewals. There was deducted for this purpose from the profit of \$22,668 for the year 1929, making a total of \$129,220 since the present of the property was purchased, remodels and turnished.

and furnished.

The financial condition of the club, le reports, was also improved by the caccellation of sixty-four membership care tificates, amounting to \$6,302 which were contributed by members.

During the year, in addition to the regular semi-annual instalments \$3,750 on the mortgage, the club make an additional payment of \$3,750. The makes the total payments to date \$67,50 thereby reducing the mortgage is \$182,500. \$182,500.

Gross income for the year amounts to \$167,627, against \$163,113 for 1921 and \$168,453 for 1927. Expenses to 1929 were \$157,191 against \$15,181 for 1928, \$154,119 for 1927 and \$180, 200 for 1926 1929 were for 1928, \$154,119 for \$2-20 for 1926.
290 for 1926.

Dues for 1929 totaled \$155,071, an initiation fees, \$10,630. Dues for the strength of the stre

previous year were 31-0,777 and thing tion fees, \$4,365. Aside from the mortgage, report Mr. Swartz, the club does not have any other indebtedness except curres accounts, and, at the close of the year, had cash on hand amounting to \$40,571

Los Angeles Club Appoints Program Sub-Committees

Program Sub-Committees
Guy T. Burroughs, chairman of the
program committee of the Advertisin
Club of Los Angeles, has appointed th
following sub-committee chairmen to assist in preparing club programs: Hone
guests, Russell MacLennon; tips setion, Alvin Kingsbacher; air travel
Smith Wooster Zimmerman; banks, By
Sanders and P. R. Williams; hotels
Bert Tack; magazines, A. H. Wemouth; other organizations, Da
Thomas, Harold Link and Arthur Arnold; railroads, Charles McFaul asMilton Brown, and steamships, S. F.
Trood. Trood.

V. E. Borges Heads New England District Clubs

V. Edward Borges, president of Vinces Edwards & Company, Boston and Nes York, has been elected governor of the First District of the Advertising Federation of America to fill the unexpired term of Chester E. Edwards, who re signed. This district covers clubs in the five New England States. V. Edward Borges, president of Vince five New England States.

Salt Lake Club Invites Each

Medium to Tell Its Story Medium to 1ell its Story
The Salt Lake City Advertising Cla
has started a series of fortnightly le
tures, in addition to the regular lunch
cons of the club, in which represent
tives of various advertising mediums to
of the merits of their own particular medium.

W

Grou

BIG di ubiects ussion a vindow ertising One ewpoin gness i urge heir ide ather th ne large

vas clair dea as t

s a nur isplay here is small f a lar small c ken ou an rema Anothe

ion by

arge cen I the jo t is des possibl each pass further, pportuni mity, it v cattering There adv

peration on to th rom the alue to dvertiser ot only o f the re The ex sers wer

isers wer inselfishmentage of lastoria of isted a mine drugg abies. I ttention

ouraged

ard pron

Then from the 29, mak

presen

Window Display Group Holds Round Table Meeting

BIG displays vs. small displays club, he was one of many debatable the case subjects which came up for displays with a present came up for displays on at a recent came up for displays the came up assion at a recent meeting of the

club, by was one of many debatable the case ship cere in siston at a recent meeting of the sindow display group of the Adertising Club of New York.

One speaker, expressing the one speaker, expressing the index of speaker, expressing the index of speaker in speaker, expressing the index of speaker, expressing the need in speaker of speaker out while the other cards and remain in the window.

Another speaker met this contention by stressing the need for a speaker out while the other cards and remain in the window.

Another speaker met this contention by stressing the need for a speaker out while the other cards and remain in the window.

Another speaker met this contention by stressing the need for a speaker out while the other cards and remain in the window.

Another speaker met this contention by stressing the need for a speaker out while the other cards and remain in the window.

Another speaker met this contention by stressing the need for a speaker out while the other cards and remain in the window.

Another speaker met this contention by stressing the need for a stressing the need for a speaker out while the other cards and remain in the window.

Another speaker met this contention in the standpoint of have a display, so see travel.

There was general agreement hat advertisers benefit by coperation from dealers in proportion of the standpoint of their sales a New speaker were told, and think reders also to only of your own product, but the tretailer, too.

The experiences of two adversers were described to show how asselfishness will work to the adamage of advertisers. One was a storing display for habits. This

Each antage of advertisers. One was a astoria display for babies. This ory astoria display for babies. Image of a number of articles which ly lee the druggist carries in stock for lunch abies. Thus the display brought tention to many items and enticular burged the dealer to give the ard prominence.

Another example concerned a Borden window strip set which advertised "Drink our double rich malted milk." The only reference to Borden was the presence of two red triangles, symbolic of the Borden trade-mark. These strips were so roughly made that they looked as though designed by the druggist. They have been enthusiastically received, it was stated, and are credited with greatly stimulating the sale of malted milk drinks, incidentally justifying the Borden company for merchandising this set.

Dr. Newcomb, secretary of the National Wholesale Druggists Association, emphasized the importance of getting retailers to realize that their windows are profit producers. If they are to yield a profit they must be looked after, kept clean and changed from time to time. This should not be looked upon as a trite observation, he said, for investigation showed a vast number of dealers whose windows only get attention between long lapses of time.

Jacksonville Club Appoints Community Chest Committee

Community Chest Committee
At a recent meeting, the Advertising
Club of Jacksonville adopted a resolution that the club sponsor the publicity
and advertising of the Community Chest
for the balance of 1930, with Thomas
Devine, executive secretary of the Community Chest, as a member and executive secretary of a club committee.
Walter E. Gruver, president of the
club, has appointed the following members of the Community Chest Publicity
and Advertising committee: F. P. Beddow, Jacksonville Jossmal, chairman;
H. L. Broida; Bernal E. Clark, Loomis,
Bevis & Hall; J. M. Elliott, Florida
Times-Union; S. H. Fifield, Barnett
National Bank; M. T. Newman, Associated Advertising Agency; Harry E.
Burns, Harry E. Burns & Company,
Inc.; Nobel T. Praigg, Praigg-Advertising, and Mr. Devine, executive secretary, and Mr. Devine, executive secretary, and Mr. Gruver, ex-officio.

Lantern Club Holds Agency Luncheon

The Lantern Club of Boston, an organization of magazine publishers' representatives, has inaugurated a series of advertising agency luncheons, the first of which was held last week. The guests were N. W. Ayer & Son, Inc., The Day Bogart Company and Badger & Browning, Inc. The committee on arrangements are L. E. Kingman, governor of the Lantern Club, and W. J. McDonald.

The Little Schoolmaster Classroom

IF the Schoolmaster were asked by some earnest young manas he has been asked: "What line of work shall I make my life vocation?" then the Schoolmaster would say-as he has said: "Be sure to select something that you like to do. For, no matter how richly talented a man may be for a given job, he never can attain the fullest measure of success unless his heart is in his work." That sort of advice, as the Class well knows, is as sound as it is old.

And now arises a highly successful man who seems to confound all the sages-including your School-master. James H. McGraw, chairman of the board of the McGraw-Hill Publishing Company, doesn't like publishing. At least, he doesn't like it as well as another occupation in which he has had experi-

In a highly readable article, "The usiness Paper Grows Up," pub-Business Paper Grows Up," published in Scribner's for March, Mr. McGraw confesses: "I think it only fair to say at this juncture that, after all these years, I believe I would have loved teaching better than publishing."

And yet, on second thought, are the sages, including your School-master, really confounded? For, during "all these years" in which he has built a great business enterprise, what has Mr. McGraw really been doing? What but teaching? For this publisher writes:

"To be an active participant in this amazing industrial activity is a privilege. To be an observer, a counsellor, a guide to this activity is quite as fascinating a career."

Out in the Detroit Creamery Company at milking time a ra-dio and ten conveniently placed loud speakers provide music for a large herd of Holsteins. The dairymen are sure that the music makes the cows give more milk. It is reported that when the radio is shut off the cows become restless.

The chief herdsman, W. H. Porter, is quoted as replying when someone asked him what kind music the cows liked best:

"When the music is soft you wi see the whole line of cows settling down with every head turned to ward the loud speaker. They che their cuds and look as contents as can be.'

The Schoolmaster looks forwar with amusement to what our h morists will do with that tid-bit He has an idea that Carnatio Milk's slogan will not com

through unscathed.

Jean Jordeau, Inc., manufacture of Zip, uses a novel idea on it letters. A communication from that company which came recent to the Schoolmaster's desk carrie the typed date line "February Zip-Year.*" The asterisk called a tention to a printed note below which explained that "1930 is Zip year."

In the large line of toys mannfactured by the Kingsbury Mann facturing Company are seven model airplanes. According to enthusiastic youngsters of the School master's acquaintance, Kingsbury Silver Arrow planes are great performers.

fo

ati

bu

de

th

in

pe

ed

te

Flight, however, is a difficul thing to talk about convincingly advertising. According to Chester L. Kingsbury, of the company many advertisements tell about the marvelous flying ability of model difficulty in getting off the ground The question was how to advertise the bona fide flying quality of the company's Silver Arrow model

"We met the problem," adds Mr. Kingsbury. "by taking motion pictures of our planes in actual flight and reproducing these pictures in

a little moviescope.

The moviescope is a little book of the type familiar to any boy. It the Schoolmaster's youth one of these books, usually showing a ballet dancer, was worth at least three ontent

our h

COD

recent carrie иагу

below 0 is

manu Manu severa to en-

sbury at per-

lifficul

ngly i

heste mpany

out the

model

great

round

vertise

ty o

model

s Mr.

n pic-

flight

res in

book

y. In

ne of a bal-

three



T was necessary that they reach their trade once a month with mailings. But the \$100,000 it would cost for twelve mailings could not be spared from the appropriation.

Their wholesalers also made monthly mailings to every buyer in the field. So it was decided to take advantage of the unused margin of postage in the wholesaler's envelopes to get perfect coverage at no postage expense. They printed their messages upon blotters-using varied art treatments-interesting typography.

Every month the requested number of blotters have been furnished these wholesalers.

Every month the wholesalers have sent them out. A careful check-up proved that:

At a cost of only \$18,000, this manufacturer is putting his message before all buyers twelve times a year.

You can make use of dealerhelps when direct mailing might be out of the question. By printing the message upon blotters, you are sure of distribution, for dealers like to send them out - consumers like to receive them.

Standard Paper Manufacturing Company, Richmond, Va.

PUBLICITY

INDIVIDUAL, BUSINESS ORGANIZATIONS

Phone WiSconsin 9144

JOHN A. MORAN

140 WEST 42nd ST. NEW YORK

Wanted

Young man who has had experience in assembling sales data for daily newspapers. He must know and be able to probe every available source of anarket information and then whip this material into shape as a forceful presentation of the advantages of the city in question. He must be facile with figures and clever in using them to a d v a n t a g e. His salary will depend on his ability to make telling presentations out of isolated facts. Replies will be kept in confidence. Address "U," Box 66, Printers' Ink.



To make the files of the Printers' Ink Publications mere accessible we sell binders at cost. The Weekly is \$1.25, pestpaid, and the Monthly, \$2.00, postpaid. These binders are an attractive addition to any desk or library.

Printers' Ink Publications 185 Madison Ave. New York white alleys any day. It was with a reminiscent delight, therefore, that he grasped the Kingsbury moviescope in one hand and let his thumb run through its pages. As the thumb released page after page, a new picture of the plane was brought to view, each picture representing a progressive stage in the flight, the quick movement of the pages giving the same illusion that is given by the rapid showing of pictures on a screen.

The moviescope booklet is an old device, to be sure, but never has the Schoolmaster seen it used quite so effectively in advertising. Not only did it offer convincing proof of the flying qualities of Silver Arrow planes, but it also presented it in a form dear to the heart of every American boy.

In order further to capitalize the value of the book the company has used the reverse side of the "movie" pages to show various items in its line of toys, thus making the book a catalog as well as a moviescope.

The Schoolmaster is always interested in figures especially when they pertain to advertising. That wondrous effusion of light emitted by the Warner Bros. electric sign on Broadway between 51st and 52nd streets, in New York, he is informed, is the largest electrical sign in the world. Wrigley's sign which once animated Broadway less than nine blocks away contained about 15,000 electric bulbs. Now Warner Bros, have erected a sign with 20,000 bulbs extending over a full city block. The letters of plain block type are eight feet high and six feet wide and there are five lines containing 112 letters.

Four complete signs are made by the lighting effects. These operations are completed in thirty sec-

So much power is required to operate this sign that a large electric sub-station has been installed on an adjacent building.

Personalized direct-mail advertising is the aim of many companies but is usually quite expensive. Therefore, the Schoolmaster

Advertising-Sales Executive Wants to Join an Agency!

To an agency that may be a little short on men of merchandising experience, this man can bring a first hand knowledge of selling—plus over ten years' advertising experience, gained in directing the international advertising of a product that is the best known in its field.

He is a clear thinker and can write. He has an intimate knowledge of the mechanics of advertising; is accustomed to dealing with high executives and works well in an organization.

For the last six years his salary has run into five figures.

Address "O," Box 62, Printers' Ink

es. As er page, ne was are repe in the of the on that ring of an old

ras with erefore, ngsbury I let his

an old er has used rtising, rincing ies of it also to the r. ize the ny has if the arious

mak-

ell as

when That nitted sign and he is trical sign less lined Now

Now sign yer a plain and five e by

secl to leclled

veromenster

A Business Producer Offers Services

Has a background of fifteen years successful experience as a business producer for three nationally known organizations. Now serving as a District Manager for one. Experience covers advertising in all media, sales promotion and publicity, writing copy for local and national publication, salesmen training and dealer development, house organ editing, personal selling, sales and market surveys, educational lectures before trade associations.

Write for Further Facts "Z," Box 200, Printers' Ink

Here's a Superintendent

For Printer Publisher Typographer

Practical experience all phases of composition and press work. Real personality assures harmony with office and customers. Has superintended large plants. Re-organization forces him elsewhere. We'll recommend him—Eliert Printing Co. So will we—Morris & Walsh.

Address "D," Box 203, Printers' Ink.

HOUSE ORGANS

WANTED

PRINTING concern doing high class creative and quality printing, requires one or two weekly or monthly house organs to fill production schedule at very reasonable prices.

Address "T," Box 65

SALESMEN

METAL SIGNS and DISPLAY DEVICES

We have a few territories open for high grade experienced salesmen who know how to sell lithography on metal—Our art and merchandising departments assist you with real ideas—our manufacturing facilities are generally recognized as second to none.

Write giving full details.

Interview will be arranged.

L. F. GRAMMES & SONS, Inc. Allentown, Pa. believes members of the Class will be interested in knowing how one company has solved its problem of making each piece of direct mail apply only to the person to whom it is sent.

In the November, 1929, issue of PRINTERS' INK MONTHLY a book-let was described which was sent out by a furniture dealer who went around to new houses in process of construction, took photographs of them and then tipped them on to the cover of his booklet. A similar procedure has been adopted by the Consolidated Gas Company, of New York. Its salesmen take snapshots of the houses of prospects which are then inserted into slits in the cover of a booklet selling gas heaters.

The photographs are taken by

The photographs are taken by the salesmen in their customary rounds, each salesman being required to hand in forty pictures each week. This means there is practically no expense attached to the taking of the pictures except the price of the cameras and the film. The cost of each picture has been figured at 3 cents.

The folder, which is exceedingly simple, is printed on a good grade of paper, similar to that used for wedding invitations. Each envelope is hand-addressed and gives the impression of a formal announcement.

Incidentally, the Schoolmaster believes herein lies an excellent idea for camera manufacturers to capitalize.

Sam Hing does the Schoolmaster's laundering. His shop bears all the ear-marks of years of faithful service.

Last Monday the Schoolmaster dropped his usual package on Sam's counter. In return for the wash he left, he was presented with a ticket—the size of the old Chinese laundry ticket—but not the old, quaint ticket with the mysterious characters on it.

Sam Hing had gone Occidental and modern to boot. He had ordered his printer to print him a ticket with lots of writing on it, and his name and address and everything. While the SchoolNOW FOR

31-year-t Director have averaged and who facturer wants, a who him ciate amefficiency will not Consiste

sonably
He can
ously ai
smaller
he can h
agency p
Finding
right co

voung n

6, 1930

w one em of

t mail

sue of

books sent

rocess

raphs

em on

t. A lopted

NOW WHERE ARE THOSE "REALLY BIG JOBS FOR WHICH QUALIFIED MEN ARE ALWAYS SO HARD TO FIND"?

31-year-old, college-trained General Salesmanager and Advertising Director whose net earnings in said capacity during past five years have averaged over \$10,000,00 per year—

and whose present position in above capacity with AaAl national manufacturer of electrical appliances is open to him probably for life—

wants, and can handle, greater responsibility under a V.P. or President, who himself thinks so straight and progressively, that he can appreciate and demand straight thinking, sound judgment, and high personal efficiency from every executive under him—a chief who need not and will not tolerate mediocrity in the administration of any department.

Consistently spectacular sales and profit increases have followed this young man's work with every company in which he has had even reasonably adequate authority. Complete references will verify.

The by He can handle whole marketing problem for large company which seriously aims to be a great company—or will invest modest savings in smaller manufacturing concern or specialty distributorship over which ctures he can have full control—or will consider contact position with substantial agency paying upward of \$10,000.00 per year.

Finding what's wrong with a given marketing set-up and applying the right correctives, is this young man's forte.

Address "R," Box 64, Printers' Ink

Manufacturing Executive

A man, American, 41 years of age, with twenty years experience in manufacturing on a large scale, is seeking a new connection. His experience includes executive direction of manufacturing and labor problems, familiarity with domestic and foreign markets and coordination of sales, merchandising and production functions. He contributed to a sales increase of from \$3,000,000 to \$16,000,000 annually. Personal and business record permits of the closest scrutiny. An interview or contact with this man may be secured by communicating with

Box L-20 Rudolph Guenther-Russell Law, Inc.

Financial Advertising in All Its Branches

131 Cedar Street

New York

prosd into t sellen by omary

ere is ed to except d the icture lingly grade

gives anaster ellent rs to

masbears of

on the ented old not mys-

m a it, and

An Experienced

PHOTO-ENGRAVING SALESMAN WANTED

An old and high-grade house offers splendid opportunity for hig income now and good future prospects to experienced man. Give complete qualifications. Applications held in strictest confidence. Address "J," Box 207, Printers' Ink.

REPRESENTATION WANTED

By large producer of quantity photos, advertising sildes, photographic, animated and flashing displays, either sales stimulators, now serving 2,000 mational advertisers. Established also organizations ordered exceptional facilities for profitable connection.

NATIONAL 225 West 56th Street, New York

Is There A Small Agency

which is looking for an expert bookkeeper who can assist on production? I have had 7 years' bookkeeping, printing and purchasing experience. Female-good personality.

Address "V," Box 67, Printers' Ink

WANTED

Successful advertising salesman to sell Window Displays and Dealer Helps for large, established manufacturer of quality display material (located in New York).

Exclusive representation in New Jersey for the right man, who will operate from Newark branch office.

Give full details in replying. Address "Q," Box 63, Printers' Ink.

REDUCE YOUR COST

OF SELLING by using Direct Mail
Polders, Blotters, Booklets, Catalogs, etc.,
etc. Postage and The Mailbag-monthly magazine-published continuously since 1915—
is entirely devoted to Direct Mail Advertising and Belling. Tells how to reduce
selling cost. Full of sound business ideas,
information and facts. 22.00 a year. At
end of year, we return \$4.00 if you are
not satisfied. Send 25c for sample copy.
Postage and Mailbag, \$8 35th St., Fklys, N.Y.



WANTED: Salesmen in Every City Distributing Know To Introduce New DOOR-KNOS ENVELOPES to National and Retail Advertisers. Splendid Proposition. Ask for Hamples and Price List.

CHANIN
Advertising Syndicate, Inc.
276 West 43rd St., New York
Tel. WISconsin 0021

master bemoans the passing of the old ticket-it always was an object of curiosity to know what the symbols meant, and the dexterity Chinese in locating the of the proper bundle when presented incredible-he seemed feels deeper regret over the text of the new one. Sam must have put on a white collar when he sat down to write that piece of copy.

There is a deep lesson in it for every man who writes advertising But it is so manifest the Schoolmaster will not point it out. Here

is the ticket:

SAM HING FIRST CLASS HAND LAUNDRY 232 North Avenue, New Rochelle, N. Y.

Please do not lose this ticket. No ods will be delivered without goods same.

We are not responsible for goods left over 30 days, and in case of fire or burglary, and other accidents beyond our control.

GNo. 235

Veg. it is no old and elements

Yes, it is an old and elementary Classroom topic discussed time and again in the past, but if it can show the light to just one more copy writer, its repetition is amply justified.

But Suppose the Mistake Is One of Price!

P. GARFIELD BLAKE

LONDON, ENGLAND, JANUARY 28, 1931 Dear Schoolmaster: Apropos of your paragraph in the January 9 issue, opening "A clever way January 9 issue, opening "A clever way of putting over an apology for an error in printing..." it may interest you to know that in 1910 The Domes of Silence Limited found, on delivery of a supply of 20" by 30" multi-coloured lithographed posters required for immediate display in tube railway carriages a redundant "the" had crept into the copy, thus

"dome" underneath the

"dome" underneath the
the corners . a reprint so
the bona-fide mistake was capitalize
by boldly overprinting in red across
the top left hand corner of the poster
"There is a mistake in this poster. Ca
you see it?"
Although

you see it?"
Although neither the advertisers name nor address appeared in the posts some hundreds of letters pointing out the error were received from the traveling public. Naturally a letter of thanks was sent to each also a sample set a "Domes of Silenee."
I am also reminded of a mistake which appeared in the proof of a "Plantoids" (food for plants in table form) poster of pre-war days and which

prece any May I mista ease i ride ot istakes poportur r nati nces.

I am,

roduct

ck-gar

ove t

Gardene

lack-and

cted a

One

nischan

ne cou

ater g

falling (

was ret

prece

Far The : oldwate

urchase

ompany

achine

ured at andwic

ill be The

vertisi

Il han e cons ewspap New The (is start

Clyde E s busine

New YE

g of the

n object hat the

lexterity

ing the

resented

feels

DRY

cet. No

without

goods

r acci-

mentary

ime and

take

in the ever way

an error rest you

ery of a coloured r imme arriages, into the

travelset of

mistake

of a n table d which

omes

as allowed to appear in the finished uction.

reduction.

The pictured scene was a suburban nack-garden occupied by Mr. Amateur Gardener and his implements. High hove the neighbouring fence reared a sak-and-the-Beanstalk sort of rose desicted as asking, "Why don't you use Plantoids."

One of the implements, well in the One of the implements, well in the oreground, was a watering-can, by some nischance the artist had drawn this with the filling aperture reversed. No see could use such a can without the water gushing from the top instead of alling gently from the sprinkler. Neverheless this unusual type of watering-can was retained in the poster and gave it unprecedented attention value—if the unprecedented correspondence it invoked any criterion. t of the put on a down to n it for ertising. Schoolt. Here

s any criterion.
May I suggest, Mr. Schoolmaster, that
mistake in an advertisement may inrease its attraction-value? Many of us ride ourselves on our perspicacity and nistakes in advertisements give us an poportunity of revealing this side of ur nature to our friends and acquain-

I am, dear Schoolmaster, Your attentive scholar, P. GARFIELD BLAKE.

Farm Machinery Business Merged

The New Idea Spreader Company, Coldwater, Ohio, farm machinery, has purchased the Sandwich Manufacturing Company, Sandwich, Ill. Sandwich farm machinery will continue to be manufactured at Sandwich but will be known as Sandwich-New Idea farm machines and will be sold by all New Idea dealers. The Mumm-Romer-Jaycox Company, subertising agency, Columbus, Ohio, will handle the advertising account for the consolidated concern. Magazines and newspapers will be used. it can e more s amply

28, 1930

New Paper at Gallup, N. M.

The Gallup, N. M., Evening Herald has started daily publication at that city. Cyde Earl Ely is publisher and owner of the new paper and Ben W. Curry is business manager.

YOUNG MAN

Now in charge of production feels experienced enough in all departments to assist in directing a small department or agency. Will also consider production position with bright prospects. University trained, single and a plugger.

> Address "M," Box 209 Printers' Ink

Photo - Engraving Salesman

Photo Engraving House located in New York City known for quality and service, requires a man who can sell and service accounts. He should have a following and know the mechanics of Photo Engraving production. For the right man there is an opportunity to become a member of the firm. "N," Box 61, Printers' Ink.

POSITION OPEN

An excellent opportunity, present and future, is open for a live advertising man of an engineer-ing turn of mind who is able to direct the advertising of technical direct the advertising of technical and semi-technical products. Must be capable of planning and creating trade and general magazine and direct-mail advertising, and preparing booklets, catalogs, etc. Nationally known manufacturer of highest standing, 150 miles from New York. If interested, give full details in reply.

Address "E," Box 204 Printers' Ink



knows 18 Lim New York Office 2152 Gra

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75 First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

ntiles) wants partner with billing. Merger considered ations strictly confidential. Printers' Ink. Long Established Advertising Agency (Gentiles) capital

Partnership Opportunity—The greatest mail-order specialty of past 50 years. \$5,000 capital required, fully secured. Col-lege man preferred. Big profit, national business. Answer in detail. Box 639, P. I.

Mational Representative Wanted for Northwestern Farmer and Rancher, farm publication covering Wyoming, South Dakota, and Nebraska and Montana. Good proposition for representative handling farm accounts. Northwestern F. and Rancher, Sheridan, Wyoming.

Wanted Press Work

Bargain circulars 17½ x 22½, news print broadsides 22½ x 35, high speed Duplex rotary press work, one or two colors and black. Capacity of several million a week. Write for prices. Foster & McDonnell, 728 West 65th Street, Chicago, Illinois.

WANTED-Manuscripts on all business subjects for placement with trade, class subjects for placement subjects for placement with trade, class and house journals. Mss., singly or in series, exclusive or syndicated. Commission on sales. No advance fees. Send details of your offerings. Advertiser is long-established trade press contributor with world-wide connections. Recently syndicated business essay series with success. Box 634, Printers' Ink.

Have had fifteen years' experience as salesman, sales promotion man and sales manager for three of the leading printing industries. Am desirous of securing the representation of a reliable letter-press, rotary, offset, rotogravure or allied lines in the territory comprising Michigan, Indiana, Ohio, Western Pennsylvania in the territory Constitution of the territory and Indiana, Ohio, Western Pennsylvania and Western New York. Enjoy the acquaintance and confidence of buyers in this territory and can furnish best of reference. Box 652, Printers' Ink.

HELP WANTED

Business Manager-Advertising Manager-General Executive—To take entire charge evening New England newspaper. City of 30,000. Must have record of accompliabment and come well recommended. Write fully stating experience, salary required. Box 646, Printers' Ink.

A. K. OSTRANDER

(Agency)

PLACEMENT SPECIALISTS

505 Fifth Ave., New York City THE MODERN WAY TO ACQUAINT THE RIGHT MAN WITH THE RIGHT JOB

An Old Established Well Rated Or ganization seeks salesman for whole of part time, preferably with printing following for metropolitan territory on liberal commission basis. Box 635, P. I.

SALES MANAGER for large Direct-Selling Middle-West firm offering attractive salary and interest in business to right man. Write in confidence, giving full particulars. Box 649, P. I. Wanted-Salesman in your state

Write for community advertising. Cartoon Advertising Service. 10465 Carnegie Avenue, Cleveland, Ohio.

WANTED—Thoroughly experienced advertising solicitor calling on building material manufacturers in southern states - headquarters Memphis or New orleans. Give particulars of past em-ployment, age, training, salary wanted and references. Box 643, Printers' Ink

Muncy Placement Service

(Agency)
Elizabeth Muncy recently in charge of the Employment Bureau of the American Association of Advertising Agencies announces the opening of her placement service at 280 Madison Avenue, New York; Caledonia 2611.

NEWSPAPER PROMOTION MAN WANTED

A leading wanted to city of 200,000, wants experienced advertising man for permanent position in in promotion department. Must be skilled copy writer and able to make presentable layouts. Experience in retail merchadising desirable. Other things being equal, preference will be given married man, 25 to 35 years old. Medium salary. Please give all essential data in your first tetre and send only a few representative samples of yourself if possible. Preliminary interviews will be arranged with selected anolicants. Box 658, Printers' Ink.

Let Me Help You Climb the Ladder

Serve

New York's leading advertising agencies with carefully selected agency-experienced men, from the junior to the highest executive. Christians. under 40, seeking new posi-tions or alert to better themselves, should call in person before 2 P.M. for ess-Adential consultation with Walter Lowen (formerly with Calkins & Holden), Vocational Buress, Inc., 105 W. 49th St. (PENna 5389.)

sign, res pos rience

Will co RTIST ughs a unity. Box 631

BUC rinting luable B chief in

ried, 38. Experie ketches sires in exch 8

hole or

Six year ness pr vising on the second of the se A sires

Thirtytrade p COP

> Salesyears' real a in mie Young ground edge la tion as

Univer Vie Versat Knows values, buy.

YOUN of adve and 88 nosition ment v to devi Knows in hou Cop

Wide direct minute ontact all-arou ground

POSITIONS WANTED

besign, Letter and Layout Man de-ires position with agency. 14 years' ex-crience with art services and agencies. consider part-time position. Printers' Ink.

TITIST—Layout, lettering, illustrating orghs and finished. Five years' general detritising experience, besires opportunity, Christian, single, twenty-five. 638, Printers' Ink.

ox 638, Printers' Ink.

A SUCCESSFUL PRINTING SALES
ETOORD and a thorough training in
ninting office management. Should prove
aluable assistant to busy printing execuive. Box 662, Printers' Ink.

EDITOR-WRITER—Expert knowledge
blef industries, some publicity experisoc, wants editorial or publicity position,
able or part time. College graduate, maried, 38. Moderate salary. Box 654, P. I.

A DTTOR

ARTIST Experienced in figure work, color sketches, lettering, design and layout, desires space in agency or with publisher a exchange for work. Box 637, P. I.

SALES LETTER WRITER SALES LETTER WRITER

six years' intensive experience writing busness producing letters. Capable of supersing correspondence. College graduate,
ge 30. Salary \$3,000. Box 632, P. I.

ADVERTISING SALESMAN desires connection in Chicago territory. Thirty-one years old. Gentile. Nine years esperience in this territory. Prefer good trade paper. Box 651, Printers' Ink.

publicate, perience with manufacturer, magazine manufacturer, magazine manufacturer, magazine manufacturer, magazine manufacturer, magazine manufacturer, magazine manufacturer, manufac House organs, dealer helps; publicity, talks. 12 years' ex-perience with adv. agency, magazine, news-

Sales-Advertising Manager — 15 years' experience, with a record of real achievement, seeks connection in middle west. Box 648, P. I.

Toung Woman—good advertising pack-ground, expert stenographer, good knowl-edge layouts, production, etc.—desires posi-cipal by the pack-good stenography of th tion as assistant to busy advertising man.
University training. N. Y. only. Box 667, Printers' Ink.

Visualizer, Art and Production Versatile, layouts, color, black and white. Knows art, printing and lithograph values, engraving, typography, where to buy. Seeks association in New York City. Box 633, Printers' Ink.

YOUNG MAN has thorough knowledge of advertising, seven years of advertising and sales promotion experience; desires position in advertising agency or department where he will be given opportunity to develop in copy writing and planning. Knows type and production. Experienced in house-organs. Box 660, Printers' Ink.

Copy Writer Available Wide experience in national, mail-order, direct mail. Versatile, prolific, up-to-the-minute producer. Superior layout ability, contact experience, analytical plans. Good, all-around agency man with splendid background. Moderate starting salary. Can locate anywhere. Box 663, Printers' Ink. PRODUCTION MAN—23, now employed, apt, conscientious, real hard worker, college trained, 2 years' intense practical agency experience as assistant to production manager. Box 656, Printers' Ink.

ART DIRECTOR

Available April first. Excellent visualizer in color and black and white.

Known engraving, etc. Can contact ac-Knows engraving, etc. Can contact a counts if necessary. Box 641, P. I.

PURCHASING AGENT: Desires connection with firm or corporation requiring a man of ten years' experience, in buying printing, stationery, equipment and sup-plies. Excellent references. Can organize department. Box 666, Printers' Ink.

COPY WRITER who is splendid layout man; national, mail order, direct mail outstanding experience with largest accounts; accustomed to handle difficult problems without supervision; New Yorker; go anywhere. Box 657, P. I.

ARTIST First class letterer desires position with a well established house. Salary or free-lance basis. Ten years' experience as a letterer in all branches of advertising. Box 636, Printers' Ink.

SECRETARY—dynamic—stenographer, seeks responsible position involving initiative and executive work with Agency or Class Publication; excellent advertising background, dependable, efficient, progressive; college education; \$40. Box 665, P. I.

COPY!—LAYOUT!
A young man, 25, who has had five years of exceptionally broad experience in crea ting advertising desires a position with a progressive company. Part-time work preferred. Box 655, Printers' Ink.

PROMOTION WOMAN . . . 29 . . . col-lege graduate with Journalistic degree . . . now doing promotion and house-organ writing for famous magazine publishing house . . . wants New York position on promotion staff of magazine. Salary re-quirement, \$55 per week. Box 653, P. I.

Six years' comprehensive experience. Publisher, agency, manufacturing background. College man, married, responsible. Knowledge production, publicity and radio continuity. Appetite for hard work. Box 664, Printers' Ink.

PUBLISHER

PRINTER

Five years' purchasing experience with General Motors, in conjunction with ten years' printing office and sales practice and three years' publication management, has developed an aggressive, tactful and successful production man whose services are now available. Box 661, P. I.

ART DIRECTOR

thoroughly experienced, would like part-time assignment. Unusually versatile. Layouts and finished work in many techniques. Salary or piece-work basis. Box 650, P. I.

its

ated Or whole or inting fol-ry on lib-35, P. I. West firm nterest in

confidence. 9, P. I. ur state Write ce. 10465

d, Ohio. enced adbuilding southern or New past emy wanted ters' Ink

ervice charge of American encies anplacement ue, New

hwest, in ed adver-ion in its be skilled resentable merchangs being married m salary your first esentativa hotograph inary selected 2 Ink Ladder

advertis carefully periencel or to the hristians new posibetter call in

ion with erly with Bureau, na 5389.)

AD
for
sibl
cor
pov
dep

whi adv insi why tact who

Car

Table of Contents

Why We Doubled Our \$750,000 Advertising Budget E. N. Hurley, Jr., President, Hurley Machine Company	
M. C. DEWITT, Vice-President, Champion Spark Plug Co	
The Wagon Jobber—a New Factor in Distribution C. P. Russell.	
Inducing the Salesman to Invest in Himself NELSON C. DURAND, Vice-President, Thomas A. Edison, Inc	
Thanks for the Ladder, Mr. Metzger—But the Rungs Are Greased By a Captious Cus.	7
What Grouche Says	10
It Shouldn't Be Called Lithography Assor Girm	4
Den't Let the Prospect Get "Cold"	
How N. C. R. Stages Its Sales Contests	5
There Are No Flus Values Howard W. Dickinson	6
First Report on the Louisville Grocery Survey	7
Advertising Passes in Review Before the Harvard Jury of Awards RAYMOND RUBICAM, President, Young & Rubicam, Inc	7
Why Mail-Order Chains Will Not Displace Catalog Selling D. M. Nelson, Vice-President, Sears, Roebuck and Co	9.
Why Consolidated Gas Is Using Testimentals REXFORD DANIELS	10
How to Bejuvenate Tired Members of a Family of Products CHARLES G. MULLER	111
Writing Copy from the Outside-In HOWARD D. TAYLOR, Copy Chief, Williams & Cunnyngham	120
New Uses May Change the Merchandising Map	120
The Curtain Rises on Zee and Zalo	133
	151
"Wild Oats in Advertising"	150
Editorials. Advertise Advertising to Dealers!—Cleaning Up from the Inside— Before Diversification, Be Sure!—Advertising Men and Unemployment.	162

Nothing that appears in PRINTERS' INK may be reprinted without special permission. The use of our articles or quotations from them for stock-selling schemes is never authorised.

The Little Schoolmaster's Classroom

"EVERY

ADVERTISING CAMPAIGN for which this agency is responsible must be solidly grounded, complete, well be anced and powerful. Advertising success depends upon completeness, balance and tenacity, rather than mere refinement of detail. These are the qualities upon which the most experienced advertisers and agency men insist. They constitute the reason why all our accounts are cantacted by seasoned principals who own this agency.??

-quoted from this organity's confidential manual of written stand and practice

Carroll Dean Marphy, Inc.

A general advertising agency in which ownerprincipals render selected advertisors a thoroughly profession discrete.

... 162

nent.

The u

Carroll D. Murphy, Pres. 2. Treas, Myron T. Harshaw, Y. Pres. Walter W. Hoops, V. Pres. Frank R. Schwengel, Frank Slot Floor Pure Oil Bidg. 35 East Wacker Drive

THE TRIBUNE IN 1929 CARRIED MORE ADVERTISING ADDRESSED TO WOMEN THAN DID ANY OTHER CHICAGO NEWSPAPER

In those things close to the feminine mind and heart the Tribune is the outstanding newspaper in Chicago. In the classifications of advertising appealing to women—women's and children's clothing, food, furniture, department stores, radio, toilet preparations, household utilities and drug stores—the Tribune in 1929 carried the bulk of the lineage, gaining over 1928 a total of 1,140,824 lines while the second newspaper lost in these same classifications, 62,736 lines.

WOMAN-APPEAL ADVERTISING

	1929	1928	Gain	Loss
Chicago Trib	une 11,268,265	10,127,441	1,140,824	
Second paper	10,847,507	10,910,243		62,736

Chicago Tribune

January, 1930, Circulation: Daily, 842,006; Sunday, 1,163,092

P

Vol.

n

--

Clark farme ous co Impre cow co Hog S time to

lay te

word for th

N.

WAS